

AIN'T IT GRAND

	High	Low
Wednesday, March 23	81	39
Thursday, March 24	87	44
Friday, March 25	94	50

Vol. XXVII, No. 63

2 Sections — 16 Pages

TWENTY-EIGHTH YEAR

The Desert Sun

Palm Springs, California Monday, March 28, 1955

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(Anderson Photo)

RAY RYAN, right, regrettably turns over his badge as High Sheriff of Desert Circus to Bill Groves of Chicago, also an El Mirador stockholder. Ryan, who has been High Sheriff for several years, will be in Europe at the time of this year's Circus, April 14 through 17.

Villagers Aid in Drive for Charter Plan

Bill Groves High Sheriff for Circus

Bill Groves, of Chicago, El Mirador stockholder, has been named High Sheriff of the 1955 Desert Circus April 14 through 17.

Groves succeeds Ray Ryan, who has held the post for the past several years. Ryan will be in Europe at the time of this year's Circus.

Activities for the Circus are now being planned, with the office at 1105 North Palm Canyon drive open daily, according to General Chairman R. W. Peterson announces.

Subsequent meetings of the 18-hour, six weeks course, will be on Thursday evenings at the same time.

THE COURSE will be conducted by John Kraft, director of safety services for the Riverside county chapter of the American Red Cross, and will include, in addition to the customary first aid and home nursing subjects, films and instructive material on the newest developments in emergency treatment for radiation damage.

At the completion of the course, additional instruction will be given those who wish to qualify for instructors, such as youth group leaders and church organization directors.

PETERSON URGED as many Villagers and visitors as possible to take this important training, which is available at no cost to those who will take the time to learn.

"Even though we may never need to use this training to help refugees—and we certainly hope that it will never be necessary—everyone should have the ability to give first aid to victims of any accident," Peterson said. "A life may be in your hands some day—prepare now by taking this free course."

Leaves \$500 in Suit, it's Missing

Loss of five \$100 bills which had been left in a suit sent to the cleaners was reported to police Thursday by H. J. Landsman and Pete Kaplan of Chicago.

County Chambers to Meet on April 13

Riverside County Association of Chambers of Commerce will hold its April meeting at the Casino Steak House, Riverside, April 19 at 12 noon, Stanley Ray, program chairman, announced last week.

Robert S. Ray, manufacturer, will be the speaker.

An executive committee meeting will precede the luncheon.

Four Days Left to Assist DAV Salvage Collections

Four days remain for Villagers to aid Palm Springs Chapter 66, Disabled American Veterans, in their salvage drive to aid disabled veterans and their families.

Commander James E. Potter of the chapter urged Villagers to renew their efforts and instead of throwing away unwanted articles, to call 2957 and a truck will call to pick up the items.

AUTO MIRROR STOLEN Delayed report of the theft of a side-view mirror, gas cap and radio antenna from his car, was made to Palm Springs Police Wednesday by L. W. Erb, South Laguna.

The state racing board last year granted the Desert Turf club a permit to operate the track and all that remains before construction starts is the zoning permit.

The group expressed enthusiasm over the charter government idea and promised full support.

Chamber of Commerce directors at their next meeting will discuss the charter plan and vote on a resolution to endorse the movement.

ACCEPTING PETITIONS Friday which they will circulate were Mayor Florian G. Boyd, Francis C. Crocker, Robert Metzdorf, Tom Kieley, Harry Paisley, Harold West, Adrian Rosen, Herbert Ecclestone of Desert Hot Springs and Henry Cleary.

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Commander James

Need of Master Plan for Flood Control Outlined

John W. Bryant, county flood control engineer, told members of the Coachella Valley Advisory Planning committee at its meeting at B-Bar-H ranch near Desert Hot Springs last week, that a Master plan is needed for flood control and water conservation in the entire valley. He said that completion by United States Engineers of a survey of the Whitewater river, probably in two years might pave the way for such a plan.

BRYANT SAID that the current major project of the county flood control districts—the building of a levee at the mouth of Palm Canyon—would bring economic benefits worth several million dollars at an investment of only \$185,000.

He reviewed flood protection work here and at Cathedral City and said that none of it was adequate at present.

Bryant said there had not been adequate planning in any part of Coachella Valley but said no one was to blame.

"The valley's rapid growth could not be foreseen," he explained.

FLOOD CONTROL and water conservation should go hand in hand, he said. The longer it is delayed the more costly it will be.

Because of the rapid growth of the area, the usual situation wherein conservation should be the main aim, has been reversed and now much must be spent in protection from floods.

In the scramble to subdivide parts of the valley, not enough attention was paid to property drainage and to flood threats, he said.

BRYANT SAID that there is great opportunity in the desert area to spread storm waters for future use, underground. He said such a plan would greatly benefit Coachella Valley County Water District.

But, he added, the greatest place to spread these waters, at the mouths of the canyons, has been lost because these cones are also excellent building sites.

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Hal Cornelius, on Ramon 393



FIRST TIME HERE and Ethel Waters, beloved star of the American stage drew more than a capacity crowd to the Starlite Room of the Chi Chi opening night. Co-starred with the famed actress and songstress is Buddy Lester, comedian of stage, screen and radio. Both drew thunderous and numerous curtain calls.

Ethel Waters Delights Huge Throng in Starlite Room

By DON CABELLERO

Stage history and tradition wrapped around the personality of Ethel Waters loaded the Starlite Room of the Chi Chi to a point where there wasn't even room for a person to stand on a dime during her initial bow Friday night.

And the cash paying customers received in return more than their money's worth in the form of stagecraft, warmth of her personality which reached across the footlights and in the dramatic touches of her song renditions. Ethel Waters is the theater and she definitely proved it Friday night.

She went into one song after another to arouse sweet nostalgic memories with such numbers as St. Louis Blues, My Man, Go Back Where You Stayed Last Night and many others.

That guy Buddy Lester is better than ever. Unlike many comedians Lester entertains without the use of anything that smells of rash color in his jokes. His patter, wisecracks and pantomime are a treat for blase eyes and ears. And can that man play the cornet! With all of his tomfoolery with that musical instrument, it is easily sensed that Lester is a master of that piece of musical brass.

Co-starred with Ethel Waters, this comedian is and always has been strong enough to carry the weight of an entire entertainment bill. He must be seen, especially in that hat routine of his.

The dance team of Rocky and Nellie, dance team bill openers are delightful dancers. The

Traffic Toll Shows Decrease in Southland Area

Southland traffic fatalities in 1954 decreased for the third successive year, the Automobile Club of Southern California reported Thursday.

In the 13 southland counties there were 1,731 highway deaths compared to 1,985 the previous year.

In Riverside county, highway deaths in 1954 totalled 136 and in 1953, 138.

Swimming Pool to Remain Open During Vacation

Board of trustees of the Palm Springs Unified school district, approved the administration's recommendation that the high school swimming pool be open during Easter Week for the use of the planning committee for youth activities.

The pool will be open from 1 to 5 p.m. and 7 to 10 p.m. Wednesday through Saturday, April 6 to 9. Attendants and life guards will be on duty during the swimming hours.

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PETIT PARIS

274 North Palm Canyon Drive
Palm Springs

Newest Record Company Starts Activities Here

Four Villagers Friday announced the formation of America's newest record company, Holiday Records, together with the issuance of its first record.

Initial recording was a combination of "Cactus Valley" and "Tica-Ta," sung by The Travellers.

Making the announcement were the four members of the corporation, William Bowers, well known screen writer and composer; Russell Wade, local realtor; Ed Thrasher, Village winter resident and Los Angeles restaurateur; and Ray Corliss, Chamber of Commerce publicist. Bowers wrote the movie script, and also the title song of "Tica-Ta."

Three other recording artists are signed, and plans are now under way for the issuance of the first albums.

These same Villagers are the members of the Smoke Tree Investment Corporation, which is in the process of installing the first automatic car wash in the Village.

Vandals Tear Phone from Wall in Booth

Malicious mischief, ripping off part of the telephone in a booth at 495 South Palm Canyon drive, was reported to police Wednesday by the California Water and Telephone company.

Pomona College Trustees Faculty Meet at Desert Inn

Sixty-six trustees, faculty and administrative officials of Pomona College held their annual Trustee-Faculty Retreat at Desert Inn in Palm Springs over the weekend.

The retreat, financed by trustees, was designed to enable trustees and faculty members to know one another better. In addition to informal dining groups, several formal sessions were conducted with R. J. Wig, San Marino, president of the board of trustees, presiding.

RESEARCH and other scholarly activities of the faculty were reviewed Friday night by Dr. Frederick L. Mulhauser, professor of English; Dr. John A. Viega, professor of government; and Dr. Charles A. Fowler, professor of physics.

Dr. Gordon C. Lee, associate professor of education, discussed the song of "Tica-Ta."

For Lease — New Just Completed Studio Type Convertible Apartments

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Monday, March 28, 1955

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Priced \$2,950 to \$3,750

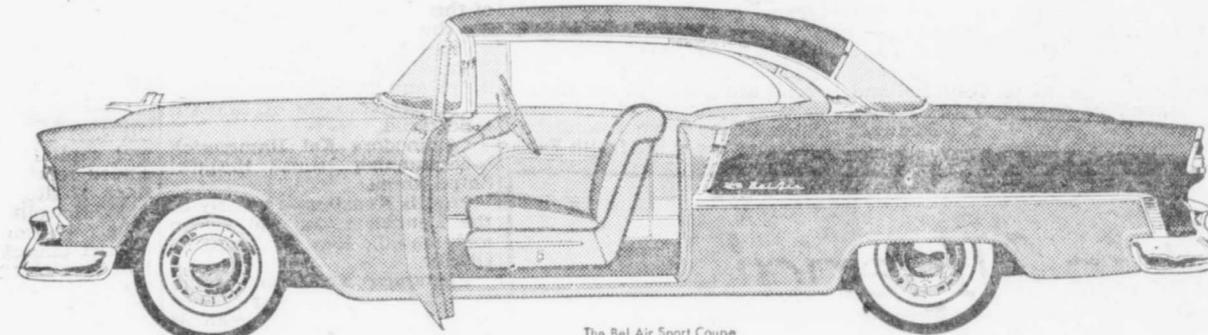
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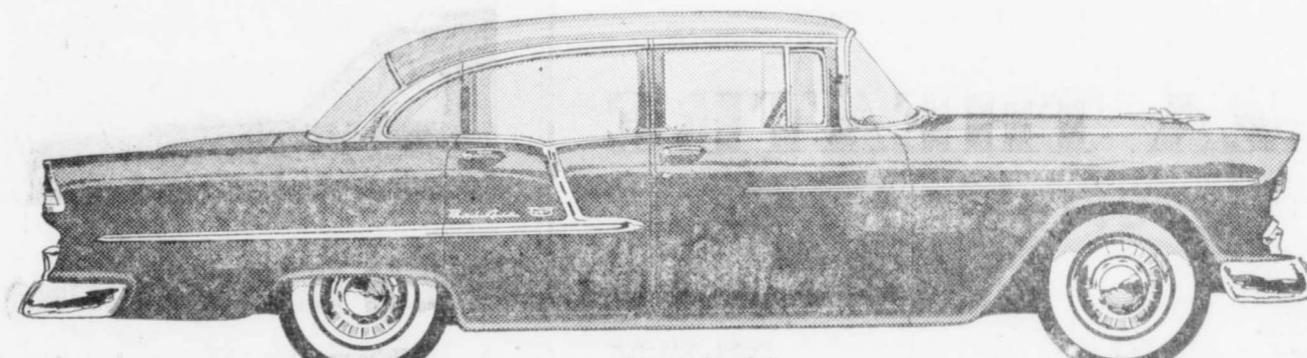
The Bel Air Sport Coupe

Complete and official registrations for December, 1954 and January, 1955 (the first two complete months for which comparative registration figures are available on '55 models) show that...

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smoothness of Glide-Ride Front Suspension and Outrigger rear springs . . . the ease and sureness of Ball-Race Steering. Come take the wheel—and see how all these exclusive features put Chevrolet way, way out ahead of its field!



Sales Leader for 19 Straight Years

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Start Preliminary Study of School Building Program



WILLIAM MALONEY, who is with the school and customer relations department of the Bank of America, will be the featured speaker at the luncheon meeting of the Palm Springs Rotary Club at The Tennis Club Wednesday.

Rotary to Hear Talk by Bunker

William Maloney, who has been with the Bank of America since 1945 in both branch and administrative work, will be the speaker Wednesday noon at the luncheon meeting of the Palm Springs Rotary Club, at The Tennis Club.

Maloney, who is currently engaged in school and customer relations work with the bank, will use as his subject, "A Look at California."

He is a member of the Los Angeles Chamber of Commerce, the Los Angeles Advertising Club, and the Los Angeles Speakers' Club.

For the past two years, he has supervised the Bank of America's Achievement Awards program for senior high school students.

Bob McKenzie will be program chairman.

Preliminary discussion of the building program for Palm Springs Unified school district as authorized by voters of the area on January, was held by board of education in an adjourned session at Frances Stevens school Thursday night. Plans were mapped to detail the various phases of the building program as outlined in the bond issue with bond money as it becomes available. April 14, the next regular meeting of the board, was set as the date to continue consideration of policies and priorities. Administrative offices set up a table of approved building recommendations to aid board members in their planning. Preliminary cost estimates fix the total of the program as \$1,993,000. It includes:

Eight-room elementary school on Section 19, \$398,000.

Multi-purpose room, two class rooms, site development, retaining walls, grading, paving, curbs, sidewalks and off-street parking at Cathedral City school, \$170,000.

Four classrooms at Cahuilla school, \$82,000.

Multi-purpose building, administrative offices, teachers' workroom and nurses' room at Desert Hot Springs school, \$59,000.

Classroom, home-making room, shop addition and general science room at Nellie N. Coffman school, \$94,000.

High school auditorium, \$60,000.

High school science room and administrative offices, \$303,000. Dressing and shower facilities at Junior high school, \$71,000.

Three double service bus bays (high school, Cathedral City, Desert Hot Springs), \$26,000.

High school site development, \$31,000.

High school music classrooms, \$128,000.

Savings Bond Sales

Sales of United States Savings bonds in Riverside county in January and February set a new peacetime record according to word to Tom Holland, head of the local bond committee from J. S. Bordwell, county chairman.



AMONG THE NOTED visitors to be in the Village for the Moral Re-Armament plays and meeting Wednesday are Dr. Frank Buchman, right, founder of MRA, and Joseph Scott, noted Los Angeles attorney, who has been a strong supporter of MRA for many years.

MRA Group to Meet with Villagers on Wednesday

About 150 members of the Moral Re-Armament group, including the casts of the MRA plays being given Sunday, Monday and Tuesday, have arranged an informal gathering with local residents at the Plaza theatre, Wednesday afternoon, (March 30) at 5 p.m.

Men and women from some 22 nations will be among the group, it was announced by Kenneth Twitchell, who is assisting in arranging the open meeting.

These people who are devoting all or a large part of their time to advancing the ideology of MRA throughout the free world, are guests in the homes of Palm Springs and Indio residents. They have established

Canyon which has been provided by Mrs. Pearl McManus, and their telephone number is 5190.

Among those from outside the United States who are here for the plays and to meet local residents are:

Peter Howard—well-known sportsman and journalist, whose books have gone to 2½ million copies, author of the plays.

Max Bladock—miners' leader of the Ruhr, Germany; 26 years in the Communist Party until he met MRA.

Dr. Willi Fuetter—European stage and screen.

The Marchioness of Graham—Scotland.

Commodore Kai Hammerich—commander Danish Hospital Ship, Korea.

Phyllis Konstam—formerly of the London stage and screen and leading lady to Laurence Olivier.

Alexander Kraft—son of the former Danish Minister of Foreign Affairs and Chairman of NATO 1952-53.

Irene Laure—formerly president of the Socialist Women of France Resistance leader and in the French Parliament.

Count Armand de Malherbe—Paris, France.

R. D. Mathur—founder and first secretary-general of the United Nations Students' Association of India.

Rear Admiral O. W. Phillips—Royal Navy (Ret.).

Sir Roy Pinstent, Bart—British corporation lawyer.

Einar Poulsen—for 17 years in the Danish Communist party.

Brij Thapar—president of the Paper Mills association of India.

Mary Waruhiu—daughter of the first senior chief of the Kikuyu people, of Africa.

Monroe's FOR MEN

CLOTHING — SHOES — SPORTSWEAR

155 E. ANDREAS — Opposite California Electric

**Guaranteed High Quality
10-OZ. DENIM SLACKS**

Charcoal—Wheat Tone—Faded Blue

\$3.95

Jackets to match \$3.95

OPEN EVENINGS UNTIL 7:00

Monroe's FOR MEN

CLOTHING — SHOES — SPORTSWEAR

155 E. ANDREAS — Opposite California Electric



Petitions Asking Charter Election Signed Rapidly

Walter Linch of Redlands is the new singles croquet champion of Ingleside Inn.

He edged out Alfred Wallenstein, Los Angeles Philharmonic conductor, for the crown.

Second annual Championship Croquet Tournament was held Friday, Saturday and Sunday, with more than 50 entrants participating.

Taking the Men's Doubles title were Charles Runkel of Zanesville, Ohio, and David Beatty of San Francisco. Mixed doubles winners were Walter Linch, and Arabella Kilow, Sioux City, Iowa, and Women's Singles champion was Susie Linch.

Trophies were awarded to all

first and second place winners,

and names of the 1955 champions were inscribed on the permanent Beatty trophy which remains at the Inn.

One hundred persons gathered the action.

In response to a demand by

participants, dates of next year's tournament were set for

the week of March 20.

From Page 1—MORE ABOUT TRAFFIC

local resident, he is married and has one son.

Two other officers, Robert

Ralph and Charles Travers, also

passed the promotional tests

and will be eligible for the

position of sergeant when another opening occurs.

The force was further aug-

mented this week with the ap-

pointment of Matthew Calac as

patrolman. Calac has been with

the Indian Field Service in

Palm Springs for several years

as special officer, and is well

known for his fine work on the

reservation. He started his

duties Friday.

ANOTHER ADDITION to the

force on April 1 will be Richard

A. Addison, Santa Barbara, who

will be photographic and fin-

gerprint technician, on a civilian

basis. Addison has had 20

years experience, and for 10

years served as police chief of

Ft. Lauderdale, Florida. At the

present time, he is a photo-

graphic instructor in police

techniques in Santa Barbara.

The two additional appoint-

ees were recently authorized

by city council, upon recom-

mendation of City Manager R.

W. Peterson.

of the Locomotive Drivers Union;

and European and African

commercial interests as well as

civic and education leaders.

Water Ski Race Program April 3

First family class water ski races on the west coast will be held on Salton Sea April 3, it was announced this week.

The events will be held at Desert Shores resort.

There will be an 18-mile ski race for men, a 10-mile race for women and a five-miler for youngsters.

Trophies will go to the winners.

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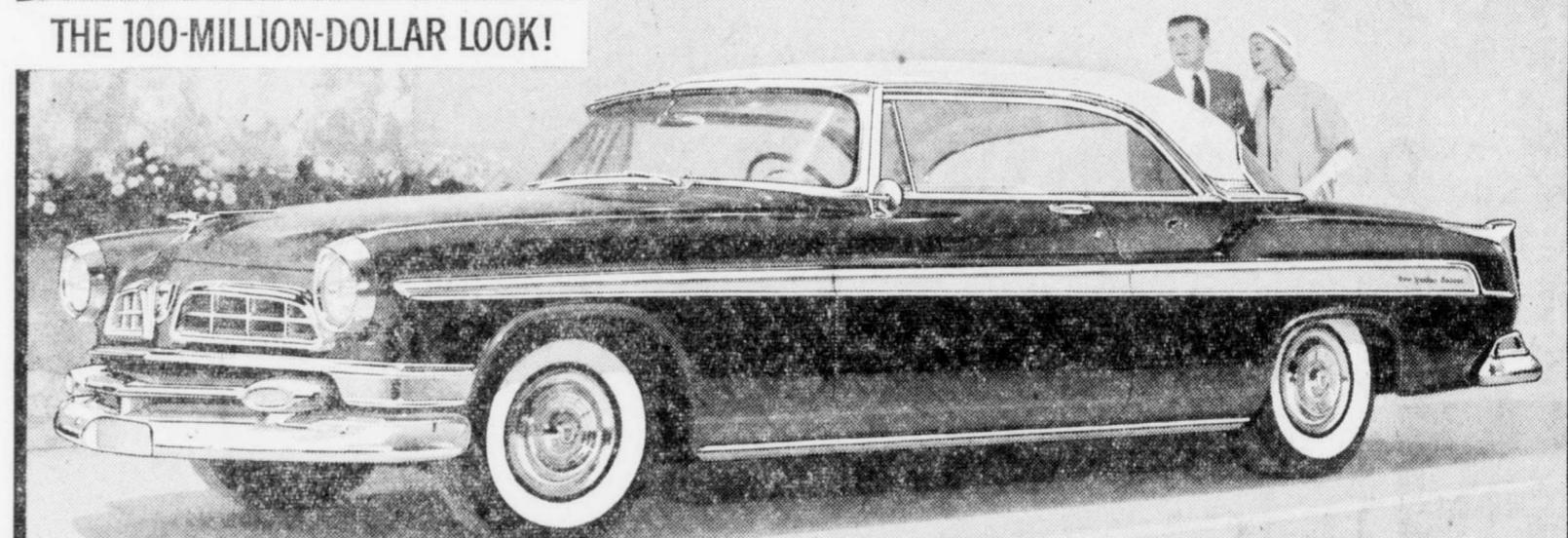
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We're proud, we're happy, we're rarin' to go! This is our year. This is Chrysler's year. And it's YOUR year, too . . . if you want to drive the smoothest, sweetest beauty that ever came down the pike!

It's the new 1955 Chrysler . . . and it's a knockout! The lowest, longest, leanest new car fashion you ever laid eyes on.

Feel for yourself the thrills they'll be feeling every day of the year from now on. We've got our "welcome mat" out for you!

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GOOD DRIVERS DRIVE SAFELY!

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William Smith of
CVSL, Named on
National Group

William H. Smith, president of the Coachella Valley Savings and Loan Association of Palm Springs, has been appointed as a member of the public relations committee of the United States Savings and Loan League.

The appointment was announced today by J. Howard Edgerton of Palm Springs, president of the League, which is the sixty-three year old nationwide trade organization of the savings and loan business and represents more than 4,200 savings associations and co-operative banks.

The public relations commit-

Bill Ellis Takes Over Local DeSoto-Plymouth Agency

The youngest DeSoto-Plymouth dealer in the nation took over control and operation of his own business in Palm Springs this week.

Bill Ellis, 27, is now the new owner of what was formerly known as Beebe's DeSoto-Plymouth dealership on South Palm Canyon drive. Following approval of the transfer of the business by the Chrysler Corporation, Ellis was in receipt of a telegram from that corporation informing him that he was the "youngest dealer in

tee studies methods of developing public knowledge of and enthusiasm for the thrift and home ownership services of savings associations and co-operative banks.

Ellis, his wife Dorothy, and their three children, have opened a home here in Palm Springs, a community which Ellis declared they all love.

THIS IS HIS FIRST venture into the automobile business but he has had commercial experience as a wholesaler in general merchandising in Los Angeles. And Ellis, by the way, was born in Calexico and reared in Los Angeles.

Robert L. Fowler has been appointed as sales manager for the new organization. He has been residing in Palm Springs since last September but has been a weekend visitor to this city with his wife for many years.

His background consisting almost entirely of experience in the sales field, found him at one time as vice-president of Viking House trailers, in charge of sales; president of Fleetwood Trailer and Coach, incorporated, and president of Western Mobile homes. In the pursuit of his sales work he has traveled extensively in this country, Canada, Mexico and Cuba. He has a son who is about to graduate from A. and M. college in Texas.

ELLIS, IN PURCHASING the former Beebe business, took possession of all the new cars on hand but did not take over the stock of used cars that the Beebe organization took in trade on new automobiles. These automobiles, according to Beebe, are to be disposed of rapidly at "sacrificial prices."

"We plan to maintain an expertly managed service department including a body shop," said Ellis. "Furthermore, we are going to prove that the wishes of our customers are paramount with the Bill Ellis DeSoto - Plymouth dealership here in Palm Springs."

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PAVING CO.**
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"Capture Your Easter in Color"

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Desert Camera Shop

288 North Canyon Drive
Phone 5111
Across from the Standard Station

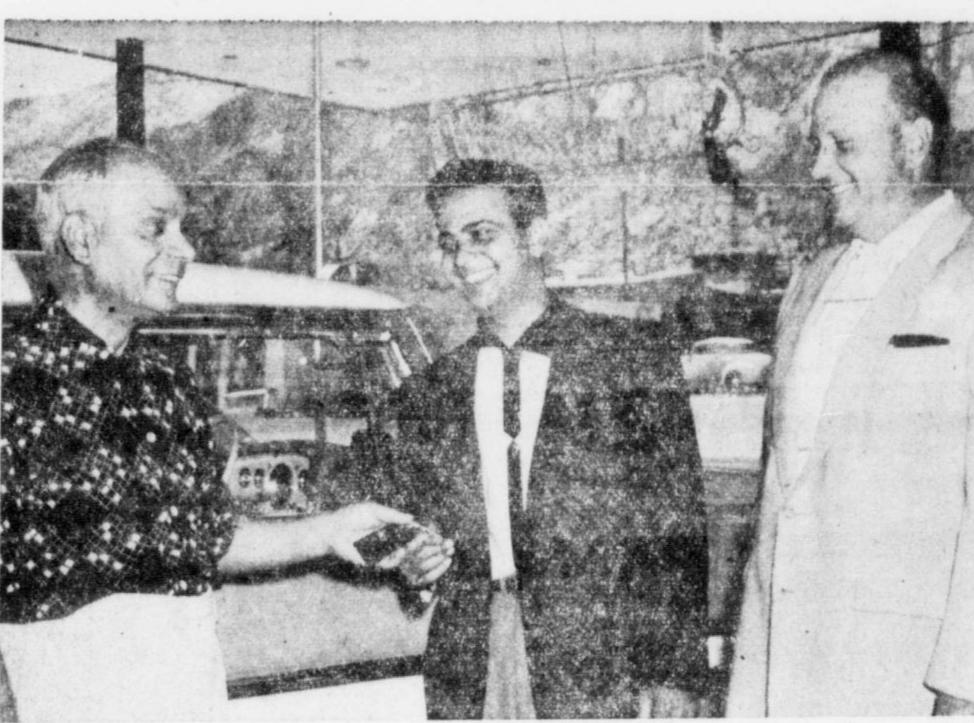
Tax Deadline

Comes Earlier this Year is Warning

V. M. Hyde, county tax collector, today reminded county property owners that the final installment of their taxes will be due April 11 this year. In former years, the deadline date was April 20.

The date was changed recently by the state legislature. A 6 percent penalty will be added for those failing to meet the deadline.

The payment must be in Miss Hyde's office at the courthouse by 5 p.m. April 11 or postmarked before that time.



YOUNGEST DeSoto-Plymouth dealer in the nation, Bill Ellis, 27, center, is shown above accepting the keys to the former Beebe DeSoto-Plymouth dealership which will now be operated under the name of the new owner. Watching the proceedings is Robert L. Fowler, sales manager for the new automobile organization. Beebe said he transferred ownership of all the new cars on hand but that he was "stuck" with 25 reconditioned used cars he had taken in trade.

Crash Damages Two Automobiles

Damages estimated at \$180 was caused to vehicles driven by Lee R. Hallberg, 882 East San Lucas road, and Ethel M. Woodside, 1627 San Lucas road, in an accident in front of the latter's address at 8:47 a.m., Wednesday.

Hallerberg was traveling east on San Lucas, and Mrs. Woodside was backing her car out of the driveway at her home, police said.

Damage to Hallberg's car was estimated at \$175, and to Mrs. Woodside's \$5.

The Desert Sun—5¢
PALM SPRINGS, CALIFORNIA
Monday, March 28, 1955

Kol-Roof-Kote
Permanent white roof coating insulates . . . protects . . . beautifies

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Real Home Made ICE CREAM

All your favorite flavors
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Sun Classified Bring Quick Results

GOING OUT OF BUSINESS SALE

Will Sacrifice Regardless of Cost

25 Expertly Reconditioned USED CARS

COME IN! MAKE YOUR OWN DEAL

They Include:

- 1954 DeSoto Station Wagon
- 1953 Plymouth 2 door sedan
- 1953 Dodge 2 door sedan
- 1953 Studebaker Champion 4 door sedan
- 1953 Chevrolet 4 door sedan
- 1953 Plymouth Cranbrook
- 1953 Dodge 8 - 4 door sedan
- 1952 DeSoto 4 door sedan
- 1952 Plymouth Station Wagon
- 1952 Nash 4 door sedan
- 1951 Buick 4 door sedan
- 1951 DeSoto 6 Sportsman

- 1951 Dodge 4 door sedan
- 1950 Mercury 2 door sedan
- 1949 Nash 4 door sedan
- 1949 Chevrolet 4 door sedan
- 1948 Pontiac 4 door sedan
- 1948 Studebaker 4 door sedan
- 1948 Chrysler 8 - 4 door sedan
- 1948 Ford Club Coupe
- 1947 DeSoto 4 door sedan
- 1946 Nash 4 door sedan
- 1946 Dodge 4 door sedan
- 1941 Chevrolet Sport Coupe
- 1940 Oldsmobile 4 door sedan

BEEBE

FORMER DESOTO - PLYMOUTH DEALER

628 S. Palm Canyon Drive

Telephone 7022

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FOR
MOBILE
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NEAR La Jolla
BATHING
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COME AND JOIN US!

— A Sincere Welcome Awaits You Here —

GOLF COURSE ADJACENT — PRIVATE TELEPHONES
LOCKED MAIL BOXES — PAVED STREETS
8 NEW SHUFFLE BOARD COURTS
EXCELLENT TV RECEPTION

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De Anza Trailer Harbor
2727 DE ANZA ROAD, SAN DIEGO 9, CALIFORNIA



BERT NEWBERGER, president of General Grocer company of St. Louis, Mo., and Mrs. Newberger relax in the sunshine at Oasis hotel while on vacation in Village.

Noted Grocery Co. Head, Wife Enjoy First Visit Here

By BETH SCOTT

Bert Newberger, president of General Grocer company of St. Louis, with his attractive wife, is soaking up the sunshine on their two weeks' stay at Oasis hotel. Although the nationally known grocer executive has been to the west coast several times a year for many years, he never has come to Palm Springs before . . . but is sold on this warm winter resort on his first visit.

Being interviewed as he played in the sunshine by the Oasis' turquoise pool, Newberger just couldn't settle to a serious thought about his great business. He's modest, too, about his outstanding accomplishments.

WHEN HE DID GET serious for a moment about the lettuce growth and its quick harvest, he lapsed back into his humor by saying "Lettuce . . . that's what we all need more of." Meaning, of course, the green folding stuff put out by the treasury, which often is referred to as "Lettuce." But he did tell how interested he is in the big lettuce farm of Ralph Quatapli at Blythe, which he visited this week. Newberger said he is interested in "anything that comes out of the ground." He continued by noting that lettuce is the only vegetable that has never been canned.

Newberger started work for

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Rock Steam Baths
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Easter?
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Toastmasters to Install April 17

Newly elected officers of Palm Springs Toastmasters club will be installed at a dinner meeting at Biltmore hotel April 12 starting at 7:30 p.m. it was announced Saturday.

Dr. William A. in will officiate at the installation ceremonies.

At tomorrow's weekly dinner meeting at El Mirador, Paul

as critic.

Second Annual Desert ARABAIN HORSE SHOW

Polo Grounds Saturday & Sunday, April 2-3

A colorful spectacle including pure bred Arabians as driving, stock, pleasure, cutting, trail and children's horses.

Over 160 Arabian horses entered from California, Arizona, Utah, Nevada and the Mid-West.

Dramatic Grand Entry with riders in authentic Arabian costumes.

SPONSORED BY DESERT RIDERS AND
DESERT ARABIAN HORSE ASSOCIATION

Free admission at morning judging
Afternoon show starts at 1:30

Tickets 50c to \$1.50

Boxes \$3.50

For reservations and information inquire at
Rasmussen's across from El Mirador — Phone 5007.



(Anderson Photo)

MRS. VERA GORDON, 1005 North Indian avenue, was the representative of Palm Springs in the Mrs. America contest at the San Bernardino County Orange Show last week. Mike Milling was the chairman of the Junior Chamber of Commerce committee in charge of selecting the local winner. The contest was sponsored by the Southern California Gas company.

Stop Quaking is Advice on Red Bombing Scare

"We Americans must stop quaking in our boots and banish the thoughts of fear," Richard Thomas, foreign correspondent and lecturer warned members of the Palm Springs Rotary club and some one hundred visiting members at the luncheon here last Wednesday.

No matter how many A-bombs or H-bombs the Russians may have, they realize that they would have to knock out the entire United States in three or four hours to avoid the terrible blow of retaliation that would fall upon their nation, Thomas said.

INDICATIVE of our strength in event of war, Thomas cited among other things production of an all important material of war, steel and pointed out that the Soviet Union and Red China are pressing their workers to the utmost to produce 36 million tons while the United States is producing 120 million tons annually on a peace-time basis.

The speaker said that it was his opinion that islands of Matsumoto and Quemao should be defended. He said that all the Nationalist China asks is our moral support and protection by the Seventh Fleet. He said that giving up these islands would be like this country surrendering San Francisco and Los Angeles.

NO MATTER how many H-bombs the Russians may possess the noted correspondent and radio concluded "We have the greatest weapon of all—the idealism and religious faith of the free world."

Fred Brunner, past president of Rotary International and a member of the San Francisco club was a guest at this week's meeting. Other guests included Kenneth Twitchell, G. C. Morrison of Ottawa, Canada and Dubois Morris Jr., of New York of the Moral Re-Armament group who are in Palm Springs to present the MRA plays here.

Traver will serve as toastmaster with Clarence Brecklin in charge of impromptu table talks. Principal speakers will be Paul Payne, Mike Richards and Henry Cleary with Sam Black as critic.

National Recognition Given Oasis, Local Architects

National recognition of the oasis area's growing importance in a business and professional way is reflected in its progressive architecture, according to the current issue, dated March 28, of Newsweek magazine, received in Palm Springs last week. In this issue a Palm Springs business and commercial building has been singled out for one of the most significant forms of recognition available to contemporary American architecture.

For the past two years, through the medium of such general news publications as Time and Newsweek, a series of full-page public service advertisements has periodically spotlighted the most significant work of the Williams associates had appeared in a professional journal, Architectural Forum.

THIS SERIES, sponsored by the Minneapolis-Honeywell Regulator company, was planned in the public interest with the concurrence of the American Institute of Architects, and each building chosen is given the most careful scrutiny possible to make sure that it solves, in an unusually successful way, the demands of the owners and the users.

In the 14th of this series, the spotlight fell on the recently constructed Oasis commercial and professional building, on South Palm Canyon and Tahquitz drives.

"Up to the minute in comfort and efficiency, yet with an aura of the festive and casual" is the way the magazine describes the Oasis Building. Furthermore, the advertising firm of Foote, Cone and Belding, in Chicago, who prepared the copy after careful analysis of the design, said that this was "one of the finer jobs we have yet featured in the series."

THE ARCHITECTS were the local firm of Williams, Williams and Williams, A.I.A., and Clark, Frey and Chambers, A. I. A. As the mechanical and electrical engineer on the project, William A. Mason of Palm Springs also receives recogni-



PLAYERS STAGE will offer "Blithe Spirit" starting Friday, April 1, at World War Memorial auditorium, and shown above, in a scene from the play, are, left to right, Sonja Clive, Bill Ayers, Helen Morris, Irene Rauch and John Kramer. The scene is from a seance.

Andreason Gives Lions Practical Data on Health

Dale Andreason, golf pro and instructor at El Mirador hotel, held Palm Springs Lions club members and guests at close attention Thursday as he discussed golf, not as a game, but as a health-producing exercise of the greatest value.

He demonstrated how the golf swing stretched and relaxed important muscles, stimulating the entire body and inducing physical and mental health.

HE DESCRIBED his work with noted doctors at military hospitals where the formula returned to normal many men who were suffering from extreme physical and mental tension as result of their war services.

Andreason also discussed his philosophy of life, giving a practical talk on the way to a healthy, happy existence.

Everett Ball was program chairman for the day and presiden James Cooper presided.

JACK CURRIE of Mackinac Island, Mich., Donald Birdsall of Los Angeles and DuBois Morris of Washington, D. C. in Palm Springs in the interest of the Moral Re-Armament plays currently at the Plaza theater, were introduced and outlined the purpose of the plays and the aims of the MRA.

They distributed tickets to the three shows to Lions and guests.

Sheriff Requests 10% Increase in Salaries of Staff

County supervisors were asked by Sheriff Joe Rice last week for a 10 per cent salary increase for his staff. He said that the present salary schedule was too low and hampering the efficiency of his department. Supervisors promised serious consideration of his request when they started their budget study for the coming fiscal year.

Sheriff Rice showed super-

visors a chart which he said proves that salaries in his de-

partment are not in line with other like law enforcement agencies.

Cast Announced for Stage Showing of 'Blithe Spirit'

A brilliant cast of resident actors have been assembled for the Players Stage production of Noel Coward's "Blithe Spirit" which opens at the American Legion Auditorium Friday April 1st.

Martin Beck, director of the new legitimate theatre group said, in making the announcement of the cast, "Theatregoers are in for a real treat!" This cast of truly magnificent performers are the very best that has been assembled here."

Appearing in the male lead,

a part that was originated on

Family Night at Church Tuesday

Another Family Night with potluck dinner and a motion picture show is planned at Community church tomorrow evening at 6:30 p.m. Reservations should be made by calling 6291.

The program will start at 7:45 in the Sanctuary.

Mrs. Ann Yavlian will be heard in vocal solos and Mrs. C. C. Hitchcock on the violin. Colored motion pictures of their travels will be shown by Mr. and Mrs. Winfield Line.

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Relief from nervousness, insomnia, etc.

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Monday, March 28, 1955

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PUBLISHER'S CORNER

By Oliver B. Jaynes

MOTORISTS ATTENTION — Last Tuesday morning I attended the Chuckwagon breakfast of the Desert Riders, a group of hardy horse-minded Villagers and Winter residents who have built many of the excellent riding trails in the Palm Springs vicinity. Smoke Tree Flats is located a little ways beyond Smoke Tree Ranch with a beautiful view overlooking Palm Springs and the flood control dike which nobody seems to know why they are building up there.

Being a tenderfoot, I arrived in a comfortable conveyance with four rubber tires along with a few others who enjoy leather seats more than saddles. Melba Bennett referred to us as the automobile club and the members gave us the horse laugh. Just the same I felt that my conveyance was appropriate inasmuch as I was the guest of automobile man Ed McCoubrey. I wonder what he means by promoting horses anyway. A few other folks led by Jeano Bailard compromised by riding in a horse drawn Tallyho and were also given the horse laugh for being late.

Melba Bennett brought the Desert Riders the good news that the city is planning to post signs where riding trails cross much travelled streets in Palm Springs but expressed concern for fear many people these days do not know what horses look like. There will be a good opportunity for our automobile-minded readers to see just what a horse looks like this Friday and Saturday when the Arabian Horse Show will be staged at the Polo Grounds each afternoon and believe me they will see some beautiful horses and some amazing feats of coordinated team riding. And to keep up with what the horses are doing around Palm Springs as well as the people, you should read the "On the Trails" column which Anita Haskell Jones writes for The Desert Sun. Motors haven't replaced all the horses around the circus either. If you don't believe it go out and see the Clyde Beatty circus this afternoon or evening. Lots of opportunities to see what a horse looks like around Palm Springs these days, not to mention a tiger or lion.

INTERESTING PEOPLE — Undoubtedly many people who attend the Moral Re-Armament plays here Sunday, Monday and Tuesday will want to learn more about the idea behind them. This opportunity will be afforded all Villagers next Wednesday afternoon when the casts of the three plays together with many more members of the MRA group meet with Villagers at the Plaza theater at 5 p.m. You will find these people from 22 different nations not only interesting but extremely worthwhile acquaintances. The best evidence of what Moral Re-Armament does for an individual is to mingle with this group for a little while and get to understand their attitude toward life.

One will not find this sort of opportunity in a long, long time and all those who are the least bit interested should not fail to take advantage of it.

LETTERS TO THE EDITOR

ROADSIDE BETTERMENT

A press clipping has come to our attention in which we note with gratification your interest in improving roadside conditions. We agree with you heartily that clean, orderly and attractive roadways are a necessary feature of a self-respecting community. Besides being a source of pleasure and civic pride, they constitute a real economic asset in terms of tourist dollars.

The California Roadside Council, a non-profit citizen organization, has been devoted ever since its founding in 1929,

to the cause of improving roadside conditions in this state. In recent years, the results of our efforts have begun to bear fruit. Still we need many more recruits—persons like yourself who will help to organize and lead public opinion in your own community.

Our program includes promotion of (a) roadside cleanliness, (b) good roadside landscaping as a public or private project, and (c) enactment of ordinances for proper control of roadside uses with special attention to billboards.

TRY AND STOP ME

By Bennett Cerf

A CONSERVATIVE old couple from Garden City, L.I., decided to take a trip all the way to the Pacific Coast. Harry Maule, a neighbor from the publishing world, told them, "You can't afford to miss the Grand Canyon. Be sure you include it in your itinerary."

"I guess not," responded the wanderer. "Mom and I decided we don't need to see that Canyon. We were up at Niagara Falls, you know, some years back, and we figured if you've seen one of those places you've seen 'em all!"

Junior was reluctant to say the least, to leave his big luxurious home and go to prep school. "Write us every day for a while," suggested his mother. "It may make you feel less alone and homesick."

He sent his first letter two hours after he hit the school grounds. "There are 590 boys here this term," he reported, "and how I wish there were 589."

The world traveler entered the hotel barber shop and, as luck would have it, chose the chair of the one who, for some reason, always seemed to average the biggest tips. "I suppose you shave a lot of famous characters in this shop?" essayed the traveler. "Not at all," the barber assured him gravely. "You're the first one this month, sir."

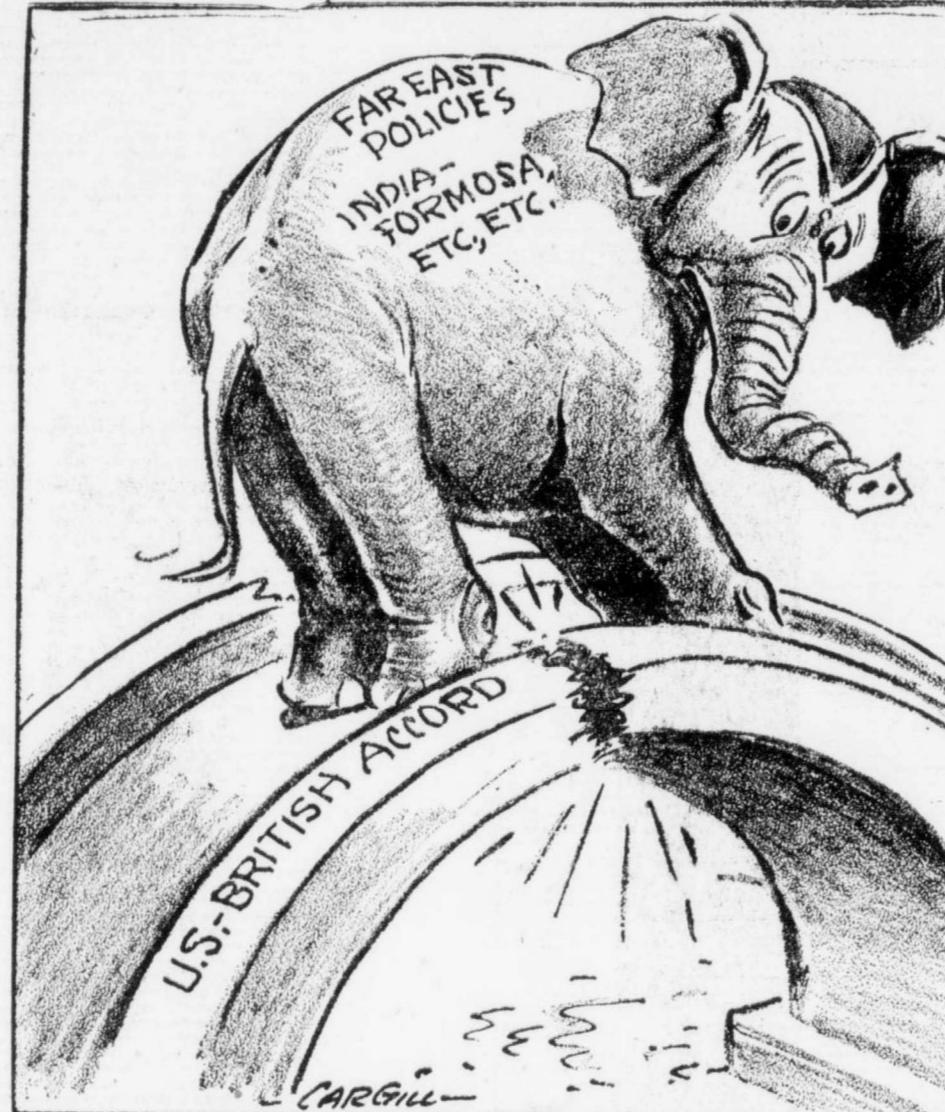
Sandy MacGregor was justifiably proud of his young son Jock. He saved up his toys for his second childhood.

Eye-catching typographical error in a Maine weekly: "Mrs. Buzz Bentley out deer hunting with her husband, bagged a buck at 200 feet."

Fight managers aren't what they used to be, now that television has entered the act, maintains Budd Schulberg. They used to yell, "Don't forget to duck, kid." Now they exhort, "Don't let him get away with that! He's trying to keep your back to the camera again!"

Harry Ruby tells about the prize fight manager whose inexperienced new middleweight was taking an unmerciful trimming in his first professional bout. Finally the manager propped up his unhappy charge and told him, "I don't care if it's bad luck or not—but this is the ninth round coming up, and kid, you've got a no-hitter going!"

LONDON BRIDGE



CONFIDENT LIVING

By Norman Vincent Peale

How to Get Along with People

I have been reading a fascinating book by Frank Bettger, who is said to be one of the greatest insurance salesmen in the country. Bettger talks about the principles of selling, but his book contains one of the best lessons in enthusiasm I have ever seen.

This man didn't start out selling insurance. Instead, he was a baseball player and his first job was with a Class D league team. He lost that job, not because he couldn't play ball well, but because the manager thought he was too lazy and unenthusiastic to make good.

Bettger drifted around for a while and then got another chance in professional baseball with a team in New Haven. There he became friendly with one of the older players and confided in him that he hadn't been able to get ahead in baseball because he had a reputation for being lazy. "Well," the other man said, "no one knows you up here in New Haven. When you get out on that field the first day, why don't you act as though you were the liveliest man in the world? Quit telling yourself you're slow and lazy. Act as though you were bursting with enthusiasm."

When the time came for him to leave baseball, he decided to go into life insurance. He knew he had to be enthusiastic about a business which, up to then, had left him cold. He told himself that selling life insurance was the greatest calling known to man and that people needed it as much as they did their daily bread. And he told his prospects that they couldn't afford to let another minute go by without buying a new life insurance policy. In no time at all, he was breaking sales records through enthusiasm.

"Other drivers, either impatient or victimized by their own poor judgment, then attempt to change lanes or pass when it is unsafe."

Caldwell pointed out that the law in this instance is specific.

"Any vehicle traveling at a speed slower than the normal flow of traffic must drive in the right hand lane, or as near to the right hand edge of the roadway as is practicable."

"If those who choose to be their brothers' keepers will content themselves to obey the law and not attempt to enforce it, soon your whole life will overflow with vitality and power and your job that you thought dull and ordinary will become fascinating. Then you will find new opportunities in all other traffic."

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Caldwell pointed out that the law in this instance is specific.

"Any vehicle traveling at a speed slower than the normal flow of traffic must drive in the right hand lane, or as near to the right hand edge of the roadway as is practicable."

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The Desert Sun

Page 1-b Palm Springs, California, Monday, March 28, 1955 2nd Section

Around Town with Hildy Crawford

Pale faces denote the outlander in this desert resort . . . and are almost as much of a label as a hat and gloves . . . but both are something soon cured by the ardent desert sun . . . There were a few palefaces showed up at the Pow Wow Party at The Tennis Club . . . but they soon got into the swing . . . with the Chieftains and the squaws . . . It was so much fun . . . that I think some of the men who were a little sheepish about donning war paint and feathers . . . will turn out in full regalia another year . . . The costumes were colorful . . . and everyone was on the fun path with Chief Tall Hair Taylor . . .

A big bonfire blazed inside the gates . . . and there were wigwams on the terrace . . . Inside the Club had been transformed . . . with bright feathers . . . and Indian blankets . . . and the orchestra in costume . . .

Joan McManus who engineered the party . . . and was responsible for the decorations . . . was in squaw costume with black pigtail and a papoose on her back . . . Leo Atkins was a sensation as Chief Sky Eagle . . . and his ceremonial bonnet was a gift from the Sioux Indians . . . when they made him a Chief a number of years ago . . . Other outstanding costumes were worn by Belmont and B. J. Sanchez, Lillian McClure, and Captain and Wanda Alles . . .

The orchestra played Marguerite Clatworthy's new song "You'll Miss Me" . . . and the party wound up at a late hour . . . with a few of us doing the Hokey Pokey . . . inspired by Janice Chiquoine . . . who was an appealing little figure in white peacock and enormous acres to run in . . .

The Byron Reynolds were down for the weekend . . . and to celebrate Bede's birthday . . . with Bettye and Monte Herbert at their Tamarisk home . . .

Who Wins?

With the culmination of the Thursday bridge-canasta luncheons at The Tennis Club this week . . . everyone is wondering . . . who will win the swimming pool . . . Every time someone asked Joan McManus what the prizes would be . . . she has come up with a different answer . . . like a Cadillac, a trip to Europe, a good-looking man . . . and the latest is a swimming pool . . . From what I hear . . . this group has really had fun . . .

Among the many who dropped in for cocktails . . . before the party . . . were Mrs. Donald Nelson, Mrs. John Gibbs and Gordon Mills . . . Basil Brewer with attractive Winifred Shank . . . Lenni Johnson with Bill Bailey . . .

Lenni is all excited about her enlistment in the WAF's . . . She reports to Lackland Field, Texas for basic training . . . early next month . . .

A foursome at the party were Mr. and Mrs. C. C. Hutchens . . . and the Harry C. Butchers of Santa Barbara . . . Butcher is the author of "Three Years With Eisenhower" . . .

With Mrs. Austin McManus were the Kenaston Twitchells and Wing Commander Edward Howell of the MRA Group . . .

Dining at Deep Well

The "Private Party" sign was up at Deep Well Wednesday evening . . . as Fred and Hazel Albertson entertained at cocktails and dinner . . . Thin tapers added light to the table arrangements of white stock, yellow irises and ranunculus . . .

Dining and dancing were the George Robersons, Florian Boyds, Gordon Prentices . . . Ned Bishops, M. O. Andersons, Wallace Brunmarks . . . Hathaway Kermers, Spencer Grants, Jack and Enor French . . . the Nate Milnor, Frank Bennets, Senora Adela Merry del Valle . . . Mr. and Mrs. Stewart Williams, the Fred Ingams, Earle Strebels . . . Billy Malouts, Monte Herberts, Edward Rothbart . . . Mr. and Mrs. F. C. Dougherty, Robert Hudsons, Ben Shearers . . . Mimes, John McClure, Thomas Fleming, Edwin Fallgren, Ida Weyland, James Kemper . . . and quite a few others . . . including the Albertsons' daughters and their husbands, the Austin H. Peeks and the Robert M. Suttons . . .

Mrs. Russell Havenstrite weekended at the Racquet Club . . . as did the Kenneth Simpons who were down for the

(More on Page 2b)

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Don Loper Style Show on April 1

Don Loper creations will be modeled at the Spring fashion show luncheon April 1 at the Palm Springs Ranch Club. Renowned as a beautiful mannequin will wear the fabulous clothes and Don Loper will be on hand to commentate with stylist Dorothy Gray, of Palm Springs.

Noel and Joyce Clarke, owners/operators of the Ranch Club, will ear-mark all proceeds from the event to purchase an ice machine as a gift to the Desert Hospital.

Reservations are being made in large numbers, with Milady anxious to view the latest creations by the world-renowned Loper.

A large number of Hollywood and Los Angeles friends will motor down for the occasion. Among them will be Harry and Dorothy Jameson, Joy Windsor and Paul Ellis, Leo and Fran Robin, Venise and Larry Finley, Lou and Frieda Stone, Rena Borzage and Jeffrie Gill, Pierre Le Mure and Martha Ellis.

Music for the luncheon show will be provided by Hal White's orchestra with vocalist Clessa Williams featured.

Bridge-Canasta Series to End

Thursday's bridge-canasta luncheon at The Tennis Club will end the three months' series and prizes will be awarded, Joan McManus who arranged the series, announced today. About 75 women have participated in the weekly luncheons.

Beebees will present an informal fashion showing during this final luncheon and Tony Rose will play.

Starting April 14, a new feature will be bridge lessons by Dolly Bonebrake.

Flower Show Interest is Widespread

A wide spread interest in the forthcoming annual Flower Show, sponsored by the Palm Springs Flower Show, is evidenced by the fact that inquiries are being received from all over the country, by Mrs. Thomas Holland, chairman of the Show. Mrs. Holland, assisted by a committee consisting of Mesdames Clem Rogers, Daniel MacCauley, William McCarty, George Maitington, and Glenn Watson, and Mr. Walter Fifield, have completed plans for this popular event.

The Flower Show will be held on Saturday, April 2, from 10 a.m. continuously through the day, to 9 p.m. The public is invited to enjoy the showing of the wide variety of flora, grown in the Desert area. There is no admission charge.

It is not necessary to be a member, to enjoy the display, or to enter arrangements or specimen blossoms. Everyone is welcome to bring entries to Kelley's in the Center, between 8 a.m. and 9 a.m. the day of the Show.

Garden Club members will be on hand to receive the entries, and to place them for attractive display, and throughout the day to greet visitors and answer questions.

OESTA Club to Meet Thursday

OESTA Club will hold a business meeting on March 31, when they meet at 1 p.m. at the Masonic Temple, with president Mary Clark presiding.

A dessert, lunch, cards and games will follow the meeting, which all Eastern Stars are invited to attend.

Mr. and Mrs. F. G. Guthrie of San Mateo are guests at The Desert Inn.



(Anderson Photo)

BEAUX ARTS BALL plans are underway, with the date set for April 22 at El Mirador, with Bill Tomberlin of Denver and Palm Springs as general chairman. Pictured, from left, E. Roy Fitzgerald, who will be Maharajah of "A Night in India;" Tomberlin; Graham Dexter, president of the Desert Art Center, sponsoring organization; and Mrs. Helen Clarke, curator of Desert Art Center.

Party Precedes Policemen's Ball

Mr. and Mrs. William B. Ma louf entertained a group of friends in their box at the Policemen's Ball Saturday night, following an informal dinner in

the patio of their Via Las Palmas home, which featured Billy's glorified hamburgers.

In the Malouf party were Messrs. and Mesdames Joe Froggett, John McClure, Edwin Fallgren, Harold McAlister, Maynard Laswell, George Wheeler, Thomas Fleming, Sam Kramer, Belmont Sanchez, Monte Herbert, Howard Morris, of 1363 East Ramon road.

Henry Volk of Boston, nephew of the late Mrs. Fanny Klass, is here for a fortnight's visit with his two aunts, Mrs. John Waks and Mrs. Etta Feldblum and thoroughly enjoying the Palm Springs way of life.

Trilby Rosenwald of Chicago, artist and writer, will be the weekend guest of Alice Bidwell

The Royal Serenaders will lend atmosphere with their Hawaiian music and singing and Lei Aloha will demonstrate some of the dances which make the islands such a romantic spot, this evening as guests at Shadow Mountain Club make make a three-hour trip to the islands.

Tomberlin Will Head Beaux Arts

Announcement was made this week that Bill Tomberlin of Denver and Palm Springs will be general chairman for the Beaux Arts Ball which will be held at El Mirador on the evening of April 22.

One of the world's most successful wildcat oil operators, Tomberlin is a member of Thunderbird and Cherry Hills and a golfing companion of President Eisenhower.

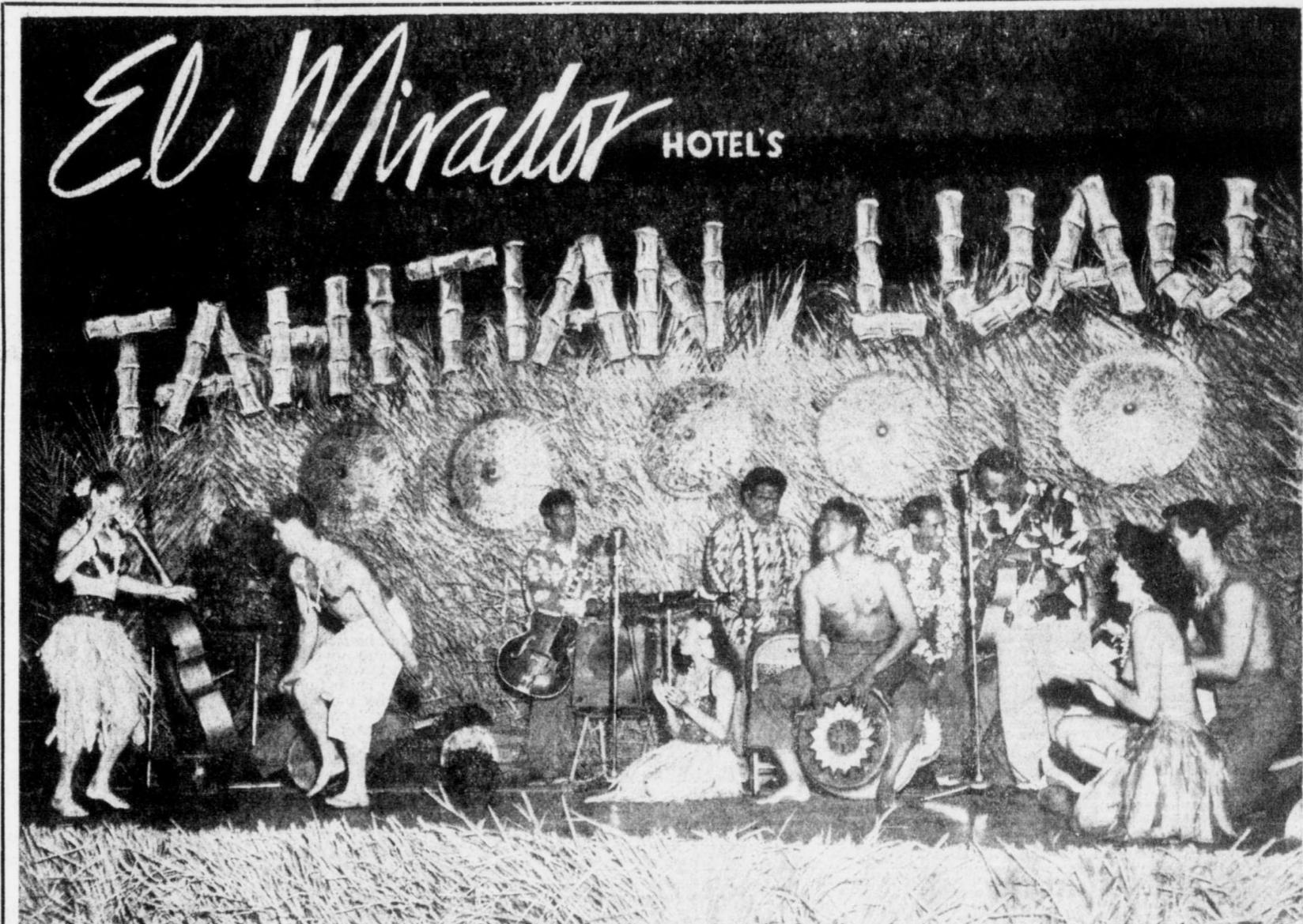
He has served as chairman of the Central City Opera, which yearly reactivates the ghost town of Center City and stages a show in the Jenny Lind Opera House. A special train is run to this along the old narrow gauge tracks.

Theme for the 1955 Beaux Arts Ball will be "A Night in India" and E. Roy Fitzgerald will be Maharajah of what is expected to be a fabulously exciting affair rivaling last year's "Night in Spain," which was reigned over by Lily Pons and Ray Ryan.

Lei Aloha Dances Tonight at SMC

This evening Lei Aloha returns to Shadow Mountain Club to share the spotlight during Coronation Night with the Queen who will be selected from the dinner guests. Lei Aloha entertained a Coronation night audience earlier in the season with the Hawaiian dances she performs Saturday nights during the Harry Owens television show.

The Royal Serenaders will lend atmosphere with their Hawaiian music and singing and Lei Aloha will demonstrate some of the dances which make the islands such a romantic spot, this evening as guests at Shadow Mountain Club make make a three-hour trip to the islands.



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LOVELY CONNIE HAINES has rented a house in Palm Desert for a couple of weeks to get some sun and a well deserved rest. Connie has just completed filming the final segment in "The Frankie Laine Show" in which she co-stars.



(Anderson Photo)
JACK BENNY posed with Helen Stenborg, Palm Springs Playhouse' popular leading lady, on right, and Mrs. Thomas Fleming, at the Racquet Club Tuesday evening, where Mrs. Fleming was hostess at the First Nighter dinner. Benny expressed interest in the Playhouse and its unique center staging with Miss Stenborg.

Guests at Inn Enjoy Barbecue

A barbecue luncheon at a date garden near Thunderbird was enjoyed by a group of Desert Inn guests on Thursday. In the group we Mrs. Edward Harrington and Mrs. H. M.

Schiff of Seattle, the Harry Caseys of Portland, Walter Rileys of Chicago, Mrs. Lawrence Gottfredson of Washington, D. C., Mr. and Mrs. Charles T. Bush of Grosse Point, Michigan, Mrs. A. B. Wills of Arcadia, Mrs. W. L. Thomas of Los Angeles, Mr. and Mrs. Chester Stevens of West Hartford, Connecticut, Miss Cecile Carboy of Chicago and Mrs. Crawford Gordon of Toronto, Canada.

Arthritis Foundation Has Office Here

Announcement was made by the Arthritis National Research Foundation last week that information on the organization's work may be obtained by writing the Foundation at P. O. Box 137, Palm Springs.

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'Jane' Opens Tuesday at Playhouse

Producer Herb Rogers will present "Jane," a drama by S. N. Behrman, based upon an original story by W. Somerset Maugham, at the Palm Springs Playhouse opening Tuesday evening, March 29 at 8:40 o'clock.

Helen Stenborg will play the leading role which was originated on Broadway by Edna Best. Michael Ferrall will direct and also play an important part in the production, the cast of which will include Mary Fossett, Phyllis Flax, Robert Mandan and Sidney Breese.

"Jane" has to do with a dowdy, middle-aged wealthy widow from Liverpool who startles her smart London relations by marrying an impecunious architect 20 years her junior. The ambitious, calculating young artist transforms her into an attractive woman, a la Shaw's "Pygmalion."

Rogers is planning to present "Jane" at his Tenthouse Theater at Highland Park in Chicago this summer after he closes his Palm Springs season of 14 shows.

The regular First Nighter dinner will be held at Chi Chi at 6:15 p.m. with Mrs. John Lapp as hostess. Reservations should be made today by calling Playhouse Guild headquarters at 2595.

New Shrine Club to Hold First Social Affair

First social event of the recently-organized Date Empire Shrine Club of Indio will be a Spring Supper Dance to be held at Shadow Mountain Club on Tuesday evening, April 19 at 7 p.m.

The committee in charge of the Supper Dance, Dr. Charles B. Alexander, Leon Kennedy, Henry M. Stanley and Col. James P. Westerfield, are already at work on plans for the party. Joe Moon, president of Shadow Mountain Club, has assured them that he and his organization will do their utmost to make this first social activity of the Date Empire Shrine Club one to set the pace for many more to follow. Dress will be evening sportswear.

Alan Willard of Indio is president of the new club, which has around 100 members. Monthly dinner meetings are to be held on the first Monday of each month at 7 p.m. at the Elks Club in Indio.

All Shriners of the area and their guests will be welcome at the Supper Dance. Reservations should be made through Henry M. Stanley of La Quinta.

Players Stage to Present Play in Banning

Palm Springs Player Stage has received an invitation to appear in Banning, Wednesday evening, April 13 at the Banning high school. They will perform Noel Coward's "Blithe Spirit" for the benefit of the Banning Teachers Association which has inaugurated a yearly theater party to raise funds for their most worthy project of financing teachers' schooling.

Local theatergoers will have an opportunity to see "Blithe Spirit" here at the American Legion auditorium, Friday, Saturday, Sunday, April 1, 2, 3, and Friday, Saturday, Sunday, April 8, 9, 10.

Mr. and Mrs. Gale Hindt, who were married in March in Sibley, Iowa where they will make their home, are honeymooning at the Casa Verdi Resort, out Tamarisk Way.



LUCILLE ZELICK PHOTO
SUNSHINE BRIGHT African daisies lent charm to the setting for a chuckwagon brunch hosted by Mr. and Mrs. Dean Vincent at their Rancho del Sol home. The Vincents of Portland and Palm Springs, are shown with his sister, Mrs. Eaton N.

Frisbie of Williamsport, Pennsylvania, who was guest of honor, and some of the guests. They are, from left, Mrs. Vincent, Bill Reichel, Mrs. Reichel, Mr. and Mrs. Norman Waters, Mr. Vincent and Mrs. Frisbie.

(Continued from page 1b)

Around Town

... with additional guests ... Mrs. Channing Wells, the Louis Earls, Henry Reids, Spencer Biddle and Paul Trousdale ... Incidentally, Mrs. Trousdale (Jean) came home from the hospital on Friday ... and is quietly recuperating from an emergency appendectomy ...

Out at the polo grounds watching the Portland Beavers play the Rainiers ... were Portland's Mayor and Mrs. Fred Peterson and the Lloyd Franks of Portland and Palm Springs ... The Petersons leave today after a visit that has been a merry-go-round of activity. They have been houseguests of the Jack Bardeys ... and were with them, the Mike Frys, and Ted Newhouse ... at the Indian

KEY CASE FOUND
Finding of a brown key case containing four keys was reported to police Thursday by Mrs. Mary DeShazer, LaGranada Apartments, 259 North Indian avenue.

Preceding the first of the three Moral Re-Armament Plays ... Mr. and Mrs. J. H. Ballinger will entertain some of the MRA group and a few townspeople ... at dinner at the Racquet Club Sunday evening ... Their guests will be Mayor and Mrs. Florian Boyd, the Earl Stretes, Mr. and Mrs. Oliver Jaynes ... the Marquess Graham of Scotland, Count Armand de Malherbe of France, Joseph L. Scott of Los Angeles ... Wing Commander Edward Howell (formerly of the Royal Air Force) ... the Peter Howards (playwright who wrote the MRA plays) ... Mrs. Ruth Hardy, G. Cecil Morrison of Canada ... and Mr. and Mrs. H. Kenaston Twitchell of Washington ...

Ted Newhouse (Portland Oregonian publisher) and his daughter ... are at El Mirador

for a vacation stay ...

The Tennis Club will repeat last year's successful Easter Hat Parade this year ... It will be held poolside, 5-7, on Easter Sunday ...

The Desert Sun—2b
PALM SPRINGS, CALIFORNIA
Monday, March 28, 1955

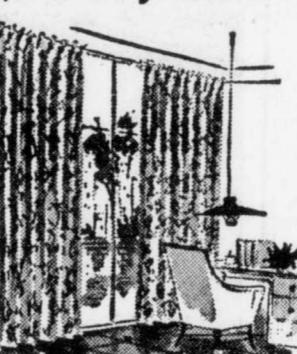


Auxiliary to Initiate Four

Initiation of four new members will mark the regular meeting of American Legion Auxiliary, Owen Coffman Unit, 519, to be held tomorrow evening at 8 p.m. in Wars Memorial hall. Initiates will be Lilli Hyder, Mildred Burns, Belle Snyder and Louise Mochizuki.

President Dolores Lowry will conduct the meeting and afterwards refreshments will be served by Ellen Biavaschi.

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Near The Plaza



El Mirador Photo by Jim Frey
POTENTATE GLENN L. PARKER of Al Malaika h Temple and George L. Strebe, president of the Palm Springs Shrine Club, talk over some of the Shrine activities during the Annual Ladies' Night dinner at El Mirador.

Potentate and Divan Here for Shrine Club Dinner

Palm Springs Shrine Club's Annual Ladies' Night Dinner and Dance and Show Thursday evening was highlighted by the attendance of Glenn L. Pearse, Potentate of the Al Malaika h Temple, his Divan and their ladies.

Staged in the main dining room of luxurious El Mirador hotel, the colorful affair was attended by over 220 Shriners and their wives, one of the largest turnouts in the history of the local club.

George Strebe, president of the Palm Springs Shrine Club, presented Potentate Glenn L. Pearse to the members of the Club, and in turn Potentate Pearse introduced the officers of his Divan, along with their wives. These included Mr. and Mrs. C. Stanley Chapman, Mr. and Mrs. C. P. McGregor, Mr. and Mrs. Les Kelley, Mr. and Mrs. J. B. Finney, Joe Brigance and Ernest L. Flursh.

Following the introductions, Potentate Pearse gave a short resume of the charitable activities of the Shrine. He stressed the deep gratification of all the Shriners for their efforts in behalf of the Children's Hospital. At the conclusion of his address he favoured the group by singing a number which proved him to be a talented vocalist, as well as an extremely capable Potentate.

Among the many officers and members of neighboring Shrine Clubs attending the gala party were the following: Messrs. and Mesdames G. W. Parker of Redlands, Clarence Joris of San Bernardino, Elvin Downs of Riverside, Virgil Dudley of Banning, Roy Bolton of Indio, Warren Lewis of Long Beach, George C. Brown of Los Angeles, and Mr. Fred Shuey and Alice Kev of Huntington Beach.

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(Terry Boris Photo)
WESTERN HOSPITALITY welcomes all members and guests at the popular new Palm Springs Ranch Club. It is personalized here with Joe Jerkl, the deputy sheriff of the Ranch Club, greeting the Hugh Hustons, who found it a delightful change from their beach home and Chef's Inn restaurant in Corona del Mar. They spent several days at the Ranch with Mrs. Huston's parents, the Robert Hills of Pasadena.

Two Affairs Fete Birthday of Mrs. Bassichis

Carnations in varied shades of pink decorated the table and there was a huge pink birthday cake when Mrs. William Bassichis was luncheon hostess Wednesday in the Racquet Club's Garden Room. It was Lee Ashman's birthday, as well as that of the hostess.

Luncheon guests at the smart affair included Helen Kenaston, Ione Groves, Millie Houghton, Vicki Malouf, Dorothy Gray Brown, Theodore Fleming, Jean Hull, Velma Silverman, Janet Essroger, Joan Bering, Tommy Soderberg, Mary Gargan, Willie Rogers, Addie Clark and her sister Genevieve Jones, Mrs. George Kaplan and Mrs. Gil Duffy.

The night before Mr. and Mrs. Bassichis entertained at cocktails in their bungalow followed by dinner at the Club.

Dinner guests were the Edwin Silversmans, Maurice Horners, Paul Friedlanders, Chester Adlers, Lawrence Davidsons, Ed Rothbarts, Mrs. Harry Joe Brown and Mrs. Frank Bering.

Open House Fetes Child's Birthday

Mr. and Mrs. Theodore Gordon, who have taken the Stephen Burke home on Chino drive for the second season, had open house Sunday honoring the second birthday of their daughter Beatrice.

Among the family and friends who helped BeeBee celebrate were Monty Warshawer, the Charles Naskos, Grace Frankel, Mr. and Mrs. Lou Mawby, Phil and Melba Consola. Guests from Chicago included Sam Houston, Dr. J. P. Greenhill, Sam and Michael E. Dover; from Los Angeles were Ethel Cohen, Mr. and Mrs. William H. Denning, and the Leo Hirsch. Others included Max Crocker of Newport Beach, the Matthew Simmonds and Sam Chromans of Shangri-La Palms, and Dr. and Mrs. Hyman Sapoznik.

Savages Hosts at Housewarming

Mr. and Mrs. Leigh Savage of Seattle were hosts to around 100 guests Wednesday night at a poolside cocktail-buffet party that was a housewarming for their new pink house on Paseo El Mirador.

Among their guests who were mostly from Seattle and the Northwest, were Mr. and Mrs. Emil Sick, Mrs. Torchy Torrance, the M. O. Andersons, Mrs. Ruth Meinest, the W. O. McKays, Gordon Prentices, Mrs. Bertha Simmons.



(Desert Sun Photo)
GREETING GUESTS as they arrive at their dinner party at Deep Well are Mr. and Mrs. Fred Albertson, on left and right. The guests pictured are Mr. and Mrs. Wallace Brunmark (he is vice president and general manager of the May Company). The Brunmarks are new Villagers, living in their new home at the top of Chino, above the Edris house. The Albertson party, which took over the Deep Well diningroom, numbered around 75 guests.

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Lenten Tea to End Series

The Guild of St. Paul's in the Desert is having its last Lenten Tea tomorrow, Tuesday, March 29 at 2:30 p.m., at the home of Mrs. Homer McKee, 1011 El Alameda. Mrs. McKee's co-hostesses are Mrs. Dora Clark, Mrs. Carroll Waller and Mrs. H. L. McClinton.

The guest speaker will be the Rev. Thomas R. Marshall, rector of St. Paul's Episcopal church in Pomona. It is hoped that all members, old and new, will be able to attend. These teas have been most instructive and helpful during the Lenten season, as well as affording a delightful social means for the members to become better acquainted.

WALLET, CASH LOST
Loss of a wallet containing \$65 in cash, driver's license and other personal identification, was reported to police Thursday by Thomas L. Flattery of Pacific Palisades.

The Desert Sun—3b
PALM SPRINGS, CALIFORNIA
Monday, March 28, 1955

Savings Loan is Luncheon Topic

W. H. Johnson, manager of Coachella Valley Savings and Loan association, was the speaker at the Tuesday luncheon meeting of Soroptimist Club held in the Chi Chi Starlite Room. Johnson, who came here from Long Beach and organized the Savings and Loan association, also had with him a recording "A Giant is Born," which was narrated by Edward Arnold and tells the story of the Savings and Loan association of America.

Program Chairman Lois Lux announced that Jacqueline Cochran, the famous aviatix, will be the speaker at the meeting on April 12.

Tomorrow's luncheon will be the regular monthly business meeting for members only.



INVEST In a Producing Ranch

INCOME NOW — Capital Gain Deal for Future

**One Mile Frontage on Trancontinental Highway and
only 8 Miles from Palm Springs**

**TOTAL: 140 ACRES, Consisting of: 60 Acres Cotton
40 Acres Earliest Thompson Grapes
40 Acres piped for Alfalfa**

Each Unit Surrounded by Tamarisk Windbreaks

**IMPROVEMENTS: Fine Well, delivers 385" per minute—and
Domestic Well . . . 2 Buildings, each with
2 units and garages—1000 gal. gas tank.**

CROP

GRAPES NET LAST YEAR	\$12,200
ANTICIPATED CROP IN JUNE—7,000 Boxes, Estimated...	\$28,000
COTTON NET LAST YEAR	\$17,000

Estimated this year \$20,000

Total Estimated Income from 100 acres — \$48,000.00

OWNER WILL MANAGE RANCH FOR 1 YEAR, IF DESIRED
\$50,000 CASH DOWN WILL PURCHASE THIS PROPERTY

Further Particulars and Total Price on Request

MURIEL E. FULTON, Realtor

Frances Wilson — Associates — Frances Elliott

125 SOUTH PALM CANYON DRIVE

PHONE: 2225

THE DUNES

Internationally Famous for Its Cuisine
The Only Intimate Night Club Atmosphere
in the Palm Springs Resort Area.

SIP 'N' SUP with

CONNIE and RUBY, Your Hosts
238 N. Palm Canyon Drive Phone 9014

For the best in Italian Cuisine

Cironis Bit of Italy

"Where every dish will delight you"

COMPLETE DINNERS FROM 1.75 UP

Baked Lasagne Wednesday only!
Imported and Domestic Wines

1255 S. Palm Canyon
Open from 4 p.m.
Sunday from 1 p.m.
Closed Monday



DELICIOUS CHARCOAL BROILED
STEAKS OF YOUR
OWN CHOICE

Famous for its food and hospitality the GARDEN ROOM, overlooking the colorful flood-lighted garden, is one of the distinctive and beautiful Dining Rooms in Palm Springs. Here the most discriminating people dine nightly.



HARRY GILLINGHAM at the Piano Bar
1000 INDIO ROAD PHONE 2357

GEORGE AND ETHEL STREBE



WORLD FAMOUS
CUISINE

1032 North Palm Canyon Dr.

Brunch from 10 A.M. Dinner from 4 P.M.

MUSIC AND ENTERTAINMENT NIGHTLY BY



SOLOMON'S

Delicatessen and Restaurant
famous from Coast to Coast

Serving

BREAKFAST—LUNCH—DINNER

No Finer	Daily
Food anywhere	Special
Popular	Complete
Prices	Dinner — \$1.65

Open 7 Days a Week — 10 A.M. to 1 A.M.

FOOD TO TAKE OUT

622 N. PALM CANYON DRIVE PHONE 2015

WHERE TO DINE

A GUIDE TO THE FINEST RESTAURANTS
IN THE PALM SPRINGS RESORT AREA



NEW OASIS
DINING
ROOM
Distinctive Decor
Unexcelled Cuisine
in
outstanding
surroundings

155 S. BELARDO RD.
Block west of Oasis Bldg.—Phone 2101 — Western Hotels

You find
Food
at its
Best
Served
as you
like it
at all these
Fine
Restaurants



Specializing in
SEA FOOD
363 N. Palm Canyon Dr.

Palm House

Authentic Night Club
Atmosphere

Nately Floor Show



The Best Food Ever

Steaks — Chops Complete Menu

Come as you are for
the time of your life

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Home Cooking

Featuring Sour Cream Dressing
Home-made Pastries and Puddings
Breakfast ... Lunch ... Dinner
Complete Dinner from \$1.60

Closed Mondays

Cathedral City
Hiway 111

VILLA... SORRENTO ITALIAN INN

The finest Italian Food served—Anywhere!

COMPLETE DINNERS

From \$1.50

BAKED LASAGNA DAILY!

67-625 HIGHWAY 111 — at Tramview
2 Miles Southeast of Palm Springs

OPEN DAILY at 5 P.M.
CLOSED WEDNESDAY

SUNDAY 4 P.M.
Phone 85884

WHERE TO DINE?
Make your choice from any one of the
Fine Restaurants listed on this page!

ON THE BEACH COMEDER
CANTONESE CUISINE -- ORIGINAL RUM DRINKS
HOLLYWOOD -- CHICAGO
IN Palm Springs AT NORTH PALM CANYON AND VIA LOLA — PHONE 2061



You Will Enjoy Dinner and Cocktails
in the delightfully informal atmosphere of the
COMPASS ROOM

Featuring

Charcoal Broiled Steaks, Chops and Fish
— Dinners from \$1.95 —

Chuck Travis at the Piano Bar



P.O. Box 1270, Palm Springs, California
Rio Del Sol Road — Rancho Mirage
10 miles south of Village off Hiway 111 — Phone 8-4611

CHI CHI RESTAURANT

HOME OF DELICIOUS HICKORY BROILED STEAKS

COMPLETE MERCHANT'S LUNCHEON
95c
FULL 7 COURSE DINNERS — from
1.95
DELICIOUS BAR-B-Q RIB DINNER
2.75
EASTERN TOP SIRLOIN STEAK DINNER
3.25
ROAST EASTERN PRIME RIBS OF BEEF
3.85
CHOICE NEW YORK CUT STEAK DINNER
4.50

Our Dinners Include: Soup du Jour, Crisp Mixed Green Salad Bowl with our delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives, Choice of Dessert from our own Bakery, Cheese Cake, French Pastry or our famous Black Bottom Pie, Choice of Beverages.

PHONE 7391 Open for Luncheon from 11 A.M. FREE PARKING

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The finest quality
and the most
expert preparation
and service.
Also delicatessen
counter food
to take out.



Practically all
types of Jewish
Dishes served.
American Dishes as
desired — all at
popular prices.

Breakfast • Lunch • Dinner
OPEN 7 a.m. to 9 p.m.

Owner Manager, Charlie Smits

641 N. Palm Canyon Dr. Ample Parking

PERRY'S STEAK HOUSE

1450 N. Indian Ave
(At the Rossmore Hotel)

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The same Perry's from
Hollywood, Pasadena and
Beverly Hills.

• • •

Serving Perry-Size Steaks
and our famous Perry's sour cream salad dressing.

Open for:
BREAKFAST — LUNCH and DINNER
— Cocktail Bar Open Daily —
PHONE 2414

Deep Well Dining Room and Cocktail Lounge

Gracefully served in a beautiful
home-like atmosphere.

Superb Santos Food

Phone 2583 for reservations
Open every day except Wednesday, Wednesday after 3 P.M.

Rancho Mirage

By BETTY WOLFE

ANNOUNCE MARRIAGE

Mr. and Mrs. Garr Nutten announced the marriage of their daughter, Barbara, to Max L. Milton, son of Mr. and Mrs. Harry Milton of Palm Springs, Saturday, March 19 in the Baptist church in Banning with the Rev. Gromer officiating. For her wedding the bride chose a ball gown of white nylon net and lace. She wore a finger-tip veil and carried a bouquet of white carnations. The bride's only attendant was Miss Linda di Grandi of Palm Springs who wore a ball gown of pale blue nylon net and lace and carried pink carnations. The best man was Gerald Turk of Coachella. The couple left immediately following the ceremony for a short honeymoon at Lake Arrowhead. Milton will leave soon to play professional baseball with the Seattle Rainiers and Mrs. Milton will remain in Rancho Mir-



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Porch Railings
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Immediate Delivery

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Super 88 4 Door Sedan
99 Holiday
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Come in and let us figure a deal

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182 E. ARENAS ROAD
Phone 5122

Television Schedule

On Your Community Cable System
(Operated by the
Palm Springs Community Television Corp.)

Subscribers to our antenna system are offered the finest home entertainment obtainable in the form of television. Our newest Channel 7 can be dialed on Channel 3 locally. Information regarding the installation of community antenna system in your home and the purchase of a television set all in one package can be obtained at the Palm Springs Community Television Corporation, 192 South Indian Avenue, or by phoning 5002.

MONDAY

MORNING
7:00 2 Panorama Pacific
9:30 2 Arthur Godfrey
4 Howdy Doody
10:00 4 Ding Dong School
10:30 2 Weather Travelers
11:00 2 Robert Q. Lewis
4 Home Show—Women
11:30 2 Linkletter's House Party

AFTERNOON

12:00 2 Big Payoff

4 Tennessee Ernie Ford

2 Bill Crosby

4 Feather Your Nest

2:00 2 Garry Moore

1:15 2 Mama Weiss

2:55 2 Laurel and Hardy

4 Greatest Gift

9 Queen for a Day

3:30 2 Strike It Rich

7:00 2 Gorden Show

9 Bill Stulla Show

3:45 2 Miss Marlowe

5 News

4:15 2 Space Funnies

5:00 2 The Little Rascals

7 Jack Owens

EVENING

6:00 2 Oswald the Rabbit

5:20 Weather

6:25 2 News—Doug Edwards

7 Early Curtain

7 Perry Como

9 Captain Video

6:55 2 Weather One—Drama

4 feather Your Nest

7:30 2 Name That Song

9 Boxing New

10:00 2 City Detective

4 Big Town

7 News

11:00 2 News, Sports, Weather

4 Weather

5 Eye Witness

11:15 4 Sports—Cleve Hermann

11:30 2 Musical Nite Cap

TUESDAY

MORNING

7:00 2 Panorama Pacific

9:30 2 Arthur Godfrey

4 Howdy Doody

10:00 4 Ding Dong School

10:30 2 Weather Travelers

11:00 2 Robert Q. Lewis

4 Home Show—Women

11:30 2 Linkletter's House Party

AFTERNOON

12:00 2 The Big Payoff

4 Tennessee Ernie Ford

2 Bill Crosby

4 Feather Your Nest

1:45 2 Crosbys Calling

2:15 2 Mama Weiss

2:55 2 News—Bulletins

3:00 2 Laurel and Hardy

4 Greatest Gift

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3:30 2 Strike It Rich

7:00 2 Graydon Show

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3:45 2 Space Funnies

4 Pinkie Lee

4 Uncle Archie

5 Movie—Western

7 Jack Owens

EVENING

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11:30 2 Musical Nite Cap

The Desert Sun—5b

PALM SPRINGS, CALIFORNIA
Monday, March 28, 1955

age until May to complete her education.

NOTES AROUND TOWN

Prudential parents of a brand new baby girl are Mike and Gay English. The baby, Lisa Gay, was born at the Coachella hospital and weighed six pounds, ten ounces at birth.

Smiley Burnett has returned to Rancho Mirage following a personal appearance tour of several months through Florida and other southern states.

Hosting a canasta party and buffet supper at their home recently were the Keith Browns. Their guests were the Harry Carsons from Silverton, Oregon, the Charles Strickfords, also from Salem, the Sid Greenleafs and Mrs. Baum of Burbank.

Vacationing at El Rancho hotel are the Stanley B. Dahls and Richard V. Wilsons who flew in from Seattle and the Michael J. Neffs of Oakland.

These three couples yearly arrange their vacations so they can come here at the same time.

Here enjoying the sunshine at the Rancho Mirage hotel apartments are Mr. and Mrs. Harlan Peyton of Spokane. Peyton is the vice-chairman of the National Republican Finance Committee. The Peytons, along with Mr. and Mrs. Howard Ahmonson were the dinner guests of the A. Ronald Buttons at the Shadow Mountain club Monday evening. Ahmonson is vice-chairman of the California Republican State Central com-

PALM DESERT

By LOU KUEHNER

Shops across from the Post Office, and has been operating since Tuesday John Mazzola is the proprietor.

BARBER SHOP OPENS

Johnny's Barber Shop is the newest business establishment to go into operation in Palm Desert. It is located in the Patio mittee.

Weekenders in Rancho Mirage were Mr. and Mrs. Paul Oewiler and their son-in-law and daughter Mr. and Mrs. Tom R. Nelson all from Los Angeles. The Oewilers were here to inspect the new home they have purchased and which will soon be ready for occupancy.

The houseguest of the "Skip" Wolfe during the past week were the Keith Browns. Their guests were the Harry Carsons from Silverton, Oregon, the Charles Strickfords, also from Salem, the Sid Greenleafs and Mrs. Baum of Burbank.

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Guests of the Wilton McCoys over the weekend were the Misses Kate Dunn and Erna MacKahan of Alhambra. Well known ceramists, Miss Dunn and Miss MacKahan demonstrated sculpturing in clay at the Desert Magazine Art Gallery both Saturday and Sunday.

Ted and Jeanne Smith were among those in Mrs. Ella Lu Cheek's party who were enjoying the fun of the coronation party at the Shadow Mountain club Monday night.

Vacationing here for two weeks is Mr. William Boyken, prominent San Francisco attorney.

The luncheon guest of Alice Walker at the Desert Air Hotel on Tuesday was Miss Toni Arden, famous recording artist. Miss Arden was the guest star on the Alice Walker Show on Tuesday.

Relaxing at the El Rancho hotel for a few days are Mr. and Mrs. Roger H. Ringo of Detroit. Mr. Ringo is a General Motors Corp. executive.

Dale Van de Walker has returned home from Seattle where he has been for several weeks due to the serious illness of his mother.

At the Rancho Mirage hotel-apartments are Mr. and Mrs. T. E. Barrett of Tucson. Mr. Barrett is here to play in the tournament at the Thunderbird. Also vacationing at the Rancho Mirage hotel are Mr. and Mrs. Don Root of Medford, Oregon.

Sid Greenleaf reports he has received news from the Jack Danglers who are on tour in the South Sea Islands. They reported that they had visited Hawaii, the Fiji Islands, Samoa and New Zealand. The Danglers are expected home soon.

Mr. and Mrs. Walter Condit of Sherman Oaks spent the weekend at the Rancho Mirage hotel-apartments.

REPORTS CAMERA LOSS

Loss of a camera from his car in the downtown area was reported to police Wednesday by William Tolley, Palo Alto. The camera was valued at \$80.

SPECIAL RATE

LOOK!

One Day Service

Sofas, chairs, rugs, \$4.95 up.

Carpets 5¢ square foot up.

Wet or dry cleaned in your home or out. Also tinting most colors. No fuss, no muss, quick drying. Certified process removes almost any stains. Specialist Mr. Suder, licensed operator over 20 years with references.

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QUICK SERVICE CLEANING COMPANY

530 S. Palm Springs Today

9:00 A.M. to 5 P.M.

909 S. Palm Springs Today

9:00 A.M. to 5 P.M.

909 S. Palm Springs Today

9:00 A.M. to 5 P.M.

909 S. Palm Springs Today

9:00 A.M. to 5 P.M.

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909 S. Palm Springs Today

9:00 A.M. to 5 P.M.

909 S. Palm Springs Today

9:00 A.M. to 5 P.M.

THERESA PRESS

"SPRING IS HERE"
"SO ARE THE BARGAIN PRICES"

ARE YOU STAYING thru the hot summer? Then enjoy the luxury of a pool and air conditioned home. Lots of shade—beautiful yard. This home has 3 bedrooms and 2 baths, 2 car garage. TEMPT ME WITH ALL CASH OFFER — Asking price, \$21,500.

BEATING THE income tax deadline often gives you the buyer, a good break. Here's a good one — Furnished 4 bedrooms, 3 baths, lovely pool, top location. Try to beat this for \$22,500.

IF YOU WANT the utmost in modern let us show you this beauty. Delightful custom built cabinets throughout. Built in kitchen, walking distance to town, 3 bedrooms, 2 baths. Only \$19,500.

ESTATE HOME — Furnished 3 bedrooms, 3 baths, Pool. \$45,000.

INCOME: Duplex built by owner, really terrific, each side has large bedroom and living room, lots of tile, close in, well furnished. If you are in the market for a duplex—hurry on this one! \$18,500.

HOTEL, Palm Canyon — furnished 20 units, pool \$170,000. LOTS: R-1, 100x100 lot with water shares \$3450.

THERESA PRESS

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Peter B. Sheptenko

Big Expected Profit Income

OFFERS THE BEST BUYS IN PALM SPRINGS REAL ESTATE
LARGE CORNER residential lot. Good location. \$2000.

NEW 2 BEDROOM Home, Ranch Club area. Only \$10,500. Easy terms.

WHY PAY RENT
WHEN YOU CAN BUY
A 3 BEDROOM 2 full bath home. Large living room with flagstone fireplace, service porch, air cooled, furnace type heater. Garage, Large landscaped lot. All for only \$13,500 and easy terms.

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Realtors

190 N. Sunrise Way Ph. 7661

EXCLUSIVE Section — 4 bedrooms and den plus 2 bedroom guest house and 2 car garage, 135' corner lot. All for \$20,000.

100 FOOT R-2 lot—\$1500.

INDUSTRIAL building, 8,000 square feet, lease or sell. Also office and storage space. Sun ny Dunes Road.

LARGE living room with flag stone fireplace.

BEAUTIFULLY FURNISHED Waste disposal and automatic washer.

COMPLETELY EQUIPPED POOL Large walled in lot, beautifully landscaped.

OFFERED AT \$34,500

WE HAVE THE BEST INCOME BUYS IN TOWN
LET US EXCHANGE WHAT YOU HAVE FOR WHAT YOU WANT

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

Associate Brokers
Mike Jekyll Bill Colven
Peter Ratkovich G. T. Bradley

Stunning Home Park Like Setting

172 PRESCOTT DRIVE—Algerian Oasis. Only one block from Palm Canyon drive. One Acre in exclusive Merito Vista. Tropical landscaping, 82 large trees, including thirty date palms. R-2 zone, 20x40 pool. High walls assure absolute privacy. Home is ultra-modern. Double wall masonry and steel construction. 4 bedrooms, den, 5 baths. Furnishings custom designed especially for the home. Refrigerated air conditioning and furnace heat. Gracious living in a dramatic setting. Asking price \$135,000. Brochure on request. Owner on premises. 172 PRESCOTT DR. Ph. 5134

MUNHOLLAND

REDUCED PRICE \$22,500. 4 bedroom, 3 bath home WITH POOL. Furnished.

HOME and Guest house with 2 extra lots. \$16,900.

WITH POOL—furnished 3 bedroom, 2 baths. \$1500 down.

OWNER LEAVING — their 4 units must be sold. See this today!

ESTATE SIZE LOT — POOL Main house with lanai, plus guest house, \$20,500.

Munholland & Co.

1059 N. Palm Canyon Drive
Phone 3673
JOHN C. DAVIS
D. B. CARLIN
GORDON NICHOLSON
Associate Brokers

A PLEASING 3 bedroom, 1 bath home with TV cable, Swedish fireplace, large patio, walled and landscaped. \$11,500. 3780 Calle San Antonio. Ph. 4267.

3 BEDROOMS. Landscaped, walled, fireplace, TV cable, \$11,500. Call 6063 or see 3767 Sunny Dunes Road.

9 ACRE RANCH

Located on DEL SOL ROAD and close to the THUNDERBIRD COUNTRY CLUB. Highly developed with DATES and interplanted with over 500 TANGERINE TREES. Abundant water supply. This property offers a satisfactory return to the investor and excellent potential profits to the subdivider. It is situated right in the heart of the fastest developing area in the desert. For complete information and to see this fine property, call us today.

ATTRACTIVELY PRICED

OUTSTANDING ESTATE

Our brokers also recommend this modern estate for an investment. There are three bedrooms with two baths, plus a maid's room and bath in the main house. A large swimming pool is just beyond the screened lanai. The guest house — two bedrooms and two baths — faces the tennis court. Luxurious landscaping assures complete privacy even though it's close to town. Owner will accept \$15,000 down, \$500 a month on principal. Total price \$75,000 furnished.

HAROLD HICKS

REALTOR
813 N. Palm Canyon Drive
Associates
Mildred Jackson
Burnham Bigelow
Paul Aust
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Phone 2736

For Sale or Exchange

PINK HOUSE WITH WHITE TILE ROOF SURROUNDED BY GREEN LAWNS, HUGE PALM TREES, GRAPEFRUIT, TANGERINES, LEMONS AND ORANGE TREES, ROSE GARDENS, TURQUOISE SWIMMING POOL — THE LARGEST PRIVATE POOL IN PALM SPRINGS. — FACING PARK, ON CORNR. LOT. 294x319'. CAN BE SUBDIVIDED.

Main house has large living room with view windows, dining room, master bedroom suite with double dressing room and bath, 3 guest rooms and playroom. Charming walled patio with real barbecue near pool and playroom. Ideal for entertaining. Guest house has 2 apartments used for rental or guests.

THIS PROPERTY FREE OF ENCUMBRANCES AND OWNER WILL CONSIDER PART OR ALL TRADE

Price For Sale: \$135,000
For Rent: Bargain price for balance of season.

Exclusive Agent (Courtesy to Brokers)

Muriel E. Fulton, Realtor

Frances Wilson — Associates
Oasis Building — 125 South Palm Canyon Drive
Palm Springs, California
Phone 2225

HOMES OF MERIT
DON'T STOP AND LOOK, BUT
READ AND CALL TO SEE

LOVELY, quality. 3 bedroom, 2 bath home with large living room, forced air heat, ducted cooling, Swedish fireplace, only 1 year old, completely furnished, beautifully landscaped and walled at \$23,500.

OUTSTANDING LAS PALMAS ESTATE. 4 bedrooms, 4 baths with maid's room and bath. South patio with 18x38 heated POOL — exceptional home offered at this price to close estate. \$42,500.

LOOKING FOR A BARGAIN? — SEE this 3 bedroom, 2 bath home, only 1½ years old, on 100x100 fenced and landscaped lot at only \$14,250.

NEW — 3 bedrooms and den with 2 baths, fireplace, unit heat and air conditioning, carpeted. On lot 120x90 fenced. \$26,500.

BEAUTIFUL BRICK, tile roof home with 3 bedrooms and 2 baths, refrigerated cooling and gas furnace. Lovely fireplace, 2-car garage, on large walled lot, unfurnished. \$32,500.

DONT FAIL TO SEE this 3 bedroom, 2 bath, south end home with automatic dishwasher, disposal unit, on lot 100x103 walled, at only \$25,000 furnished.

ANYONE CAN AFFORD THIS NEW 3 bedroom, 2 bath home on corner lot, close in, at \$13,250 with only \$2000 down.

ASK ABOUT OUR 5 homes with POOLS under \$30,000. Call Mrs. Van for information

LOTS — Large R-2 lots at \$2750 each.

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711 N. Palm Canyon Drive
Phone 2772

William J. Heiser

REALTOR

SPECIALS—NEW HOMES
CHARMING — 3 bedrooms, 2 baths, \$13,250.

DISTINCTIVE — 3 bedrooms, 2 baths, \$16,000.

IMPOSING — 3 bedrooms, 2 baths, \$17,500.

SENSIBLE TERMS

LAS PALMAS AREA — finest construction, 3 bedrooms, 2 baths, lanai, large garage. Walled and beautifully landscaped. \$32,500.

INCOME—8 deluxe units, center of town. \$68,000.

LOT BUYS
R-1, El Mirador Park—\$2750.
R-1, South end—\$2750.
R-2—100'x100'—\$2750.

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ACROSS THE STREET FROM THE DOLL HOUSE

160 ACRES near Ramon Road, \$150 acre.

20 ACRES on Hiway 111, \$45,000

SPACIOUS 4 bedroom home. Choice location. Big pool. Cash talks. \$35,000.

5 UNITS, sell or trade, \$42,500.

6 UNITS, will trade for home, \$49,000.

12 UNITS near El Mirador, \$99,000.

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and associates

Charles Heisner Bob Dietrich

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2 BEDROOM and den, refrigeration, tile shower and pullman, floor covering. 1500 square feet. Easy terms. Consider good lot for trade. \$19,500. Phone 5370.

20x50 STUCCO building. Business space plus living quarters. Indian Avenue frontage, 67x126. \$5250, terms or \$4750 cash.

6 D. Pendegast, Pleasure Inn, North Palm Springs, Ph. Desert Hot Springs 4-2606.

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COL. WARD WOOLDRIDGE

Action and Honesty is the Service To You

238 Indio Rd. Ph. 2360 anytime.

28 ACRES producing ranch. Grapes, dates, grapefruit. 3 bedroom home. \$39,500, terms. M. Rocks, 278 S. Palm Canyon. Phone 2992 or 7375

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ONE ACRE facing 2 streets in heart of Palm Springs, with room and bath. \$5000. Phone 5595 or 6060. Louis Venger.

Builders New Large

2 BEDROOM, 1½ baths. Open. 1484 Fiesta Rd. Phone 4357.

DISTINCTIVE HOME

FOR ONE discriminating family. See it at 1030 Tachevah, east of El Mirador Hotel. Cadillac construction throughout.

NICE CORNER lot near Tennis Club. \$7500.

WALTER G. BECK

BUILDERS

JOE De FRANCIS, Mgr.

505 N. Palm Canyon Drive

Phone 2421 or 3361

"LET'S TALK IT OVER"

FOR THE

BEST BUYS IN

PALM SPRINGS

SEE

BEAUMONT

5 ACRES in Cherry Valley, 3000 ft. altitude. Fruit trees, vegetable gardens, lawns, shade trees. 7 room main house with fine paneled living and sun rooms. Overhead heating, patio with fireplace, 2 baths, 4 guest cottages—1, 2, 4 and 5 rooms furnished—all have kitchens, baths and showers. 4 car garage. Good for family home or could be commercial. \$60,000 or will consider trade. Phone Victor 5-2344 or L.A. Granite 2-3033.

CABAZON

NEW MODERN STUCCO

Full price \$4850. All utilities, year round climate, 5 miles

east of Banning, 15 minutes to Palm Springs. Consider

modern house trailer 25' or less as part. F. E. Jones, 50-201 Aloma Dr., Cabazon.

BY OWNER: 3 bedroom, 2 bath, extra large living room, fireplace, lots of glass, well insulated, unit heat and cool

ing system, breezeway, 2 car garage, walled lot, landscaped, sprinkler system. \$32,500. Outpost Estates. Phone 3095.

NEWLY decorated 3 bedroom, 2 bath home, large lot, excellent location. \$11,000, terms. M. Rocks, 278 S. Palm Canyon. Phone 2992 or 7375.

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NEWLY decorated 3 bedroom, 2 bath home, large lot, excellent location. \$11,000, terms. M. Rocks, 278 S. Palm Canyon. Phone 29

Real Estate—For Sale 35

YUCAIPA

SPECIAL — Lovely view. One bedroom and den. Lovely furnishings throughout including television, drapes, carpets and rugs, almost new. Wedgewood gas range, Frigidaire and deep freeze, garden tractor. In fact, just move in and start cooking. Lot is 138x220 and has one of the most complete family fruit orchards in the valley. Also tool shop and guest room. See this. \$10,500 takes the whole works. Small down and convenient terms on the balance. As part payment owner will consider a large late model house trailer. See owner, Lot 5, Deluxe Trailer Park, Cathedral City.

Exchanges 36

TRADE Santa Barbara for Palm Springs region. \$13,500 equity in 8 unit, income \$470, for 2 bedroom home or trailer. Write to Box 190, The Desert Sun, File A-8, Palm Springs.

LARGE LOT, spring water, lake shore, paved road. Big Bear, for good desert lot. Dr. F. E. Hotchkiss, 8518 Littlethorn Av., Los Angeles 45.

WILL TRADE HILL TOP HOME FOR RANCH (NO DESERT). OWNER PHONE 7127

Real Estate Wanted 37

LIST YOUR LISTINGS

CAN GET TOP market prices for your home, income, acreage, lots.

Quick Action
Proven Satisfactory Sales

Rose Rosenberg

"Friendship meets Real Estate"
Associate
PALM SPRINGS REALTY CO.
Realtors
190 N. Sunrise Way Ph. 7661

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon

WANT R-1 lot to build on. Will pay 6% until my loan is obtained. Write Desert Sun, Box 190, File A-5.

Business Rentals 38

OFFICE SPACE suitable for insurance, accountant or similar business. Center of town on Palm Canyon Drive. Write Desert Sun, Box 190, File B-7.

STORE OR OFFICE ACROSS from Thrifty. Suitable for retail store, doctor's office, real estate, etc. Will remodel. 373 N. Palm Canyon Ph. 5286

BUTCHER AND PRODUCE SHOP, FULLY EQUIPPED. CALL 2333 OR 2630.

Wanted to Rent 39

4 BEDROOM house in nice part of Palm Springs for April 1st to 16th. Attorney and family, will pay \$250 to \$300. Write Mr. Butterworth, 618 S. Spring St., Los Angeles 14, or phone Trinity 3141.

2 YOUNG, working mothers with 2 children age 2 and 15 months wish furnished apartment with child care. Reasonable. Days. Phone 6156.

RESPONSIBLE party will care for your home (with pool) during summer months, in return for living privileges. Ph. 2084.

Rooms for Rent 40

\$10 WEEK UP. Center of town. Low monthly rates. Sundek, Desert Hotel, Ph. 5372.

ATTRACTIVE room in private home for refined person. \$12 week. Phone 3669.

LARGE ROOM, SUITABLE FOR 2, PRIVATE BATH, HEART OF TOWN. 210 East Aamdo Rd.

For Sale or Rent 41

DUPLEX. Fully furnished. Must be sold in thirty days. Large rooms. 4 rooms each side. Laundry room. Owner. 1375 Camino Primrose.

Apartments for Rent 43

Now Leasing

BEAUTIFUL new large 1 bedroom, unfurnished, pool side apartments. TV connected. These apartments must be seen to be appreciated. For information—

RALPH WEINSTEIN
256½ S. Palm Canyon Drive
Phone 2884

BEAT THE SUMMER HEAT. 9 new apartments. 8 two bedroom, 1 one bedroom. Lovely view. Will rent individually or lease all. 1020 Williams St., Banning. Contact owner property Sunday or call Dickens, 42240, Northridge, Calif.

SOMETHING nice for your Palm Springs vacation. 1 and 2 bedroom bungalows, all electric, new pool.

COWARD WOOLDRIDGE
238 Indio Road, Palm Springs
Phone P.S. 2360 anytime

CLEAN, modern apartment. Air conditioned, walking distance. From \$25 a week. And rooms with bath from \$15 a week. Seasonal or yearly rates. Ph. 4478.

AVAILABLE April 1st. Penthouse apartment, TV cable, sundeck, screened porch, panel ray, good cooler, newly painted. 386½ South Indian Avenue.

15 WEEK UP. Center of town. Rooms and apartments, pool use. Phone 2957.

FURNISHED, new, deluxe. Pool. Adults, no pets. Month or lease. Phone 5456.

Apartments for Rent 43

YUCAIPA

SPECIAL — Lovely view. One bedroom and den. Lovely furnishings throughout including television, drapes, carpets and rugs, almost new. Wedgewood gas range, Frigidaire and deep freeze, garden tractor. In fact, just move in and start cooking. Lot is 138x220 and has one of the most complete family fruit orchards in the valley. Also tool shop and guest room. See this. \$10,500 takes the whole works. Small down and convenient terms on the balance. As part payment owner will consider a large late model house trailer. See owner, Lot 5, Deluxe Trailer Park, Cathedral City.

\$85 MONTH, new elegantly furnished. Use of pool close in, 435 Via Miraleste. Ph. 7038.

ATTRACTIVE Studio Apartment kitchen. Day or week. 770 Chuckwalla Rd.

ATTRACTIVE furnished, view apartment, fireplace, garage, air conditioned. Phone 3625.

FURNISHED 1 bedroom, \$85 a month. 1381 North Indian

WILL TRADE HILL TOP HOME FOR RANCH (NO DESERT). OWNER PHONE 7127

Houses for Rent 46

SMALL ESTATE

CAN GET TOP market prices for your home, income, acreage, lots.

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WANT R-1 lot to build on. Will pay 6% until my loan is obtained. Write Desert Sun, Box 190, File A-5.

HAROLD HICKS

813 N. Palm Canyon Ph. 2736

HIGH ON THE Mesa north of Beaumont overlooking the entire pass, a fine home with a beautiful view. 2 bedrooms a den could be used for bedroom, sun porch, swimming pool and many other features. Will rent for 5 months or longer. Phone Beaumont, Victor 5-2824, 939 Mesa Mira Villa, Beaumont.

DELUXE Rental

A LAVISH home exquisitely equipped—includes 2 in help, 2 family bedrooms, 3 baths and helps' room and bath. Patio—lovely pool!

RAFFORD HICKS

1680 RAMON RD. PHONE 2173

7 ROOMS, furniture and furnishings, also set "School of Knowledge," some clothing. 1954 all aluminum. Eastern built Nashua. Twin bed chairs and full size double bed. Toilet and shower. Near new awning. Take \$1495 cash.

MURRAY'S, next to Sunair Theatre, Cathedral City.

RAMON TRADING POST

CAN OFFER you complete modern home furnishings at budget terms. You name the payments. Come in and browse, trade the old for something new.

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